



PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXII

NEW YORK, MARCH 20, 1913

No. 12

In their early days a prominent business house gave to a sales agency exclusive control of a considerable section of the country. . . . Recently they asked us whether it would not be good policy to pay heavy money-forfeit to regain that territory for themselves. . . . On analysis we found that the sales agency, in proportion to their possibilities, were selling more goods at better prices than the parent organization. . . . Our natural answer was: "Let that agreement stand and develop your own territory to an equal selling efficiency." . . . Thus thousands of dollars forfeit-money were saved to this client and a valuable selling lesson learned. . . . Perhaps you who read this have a sales problem upon which an experienced outside viewpoint might advantageously be brought to bear.

N. W. Ayer & Son, Philadelphia, New York,
Boston, Chicago, Cleveland.

THE QUESTION OF CIRCULATION

If there is one part of the newspaper business that fills a good car advertising man with self-satisfaction, it is the matter of circulation.

Circulation is, of course, the chief interest of the newspaper man, because on it depends everything that goes to make up the value of his newspaper, and the most successful manager is he who can most quickly and cheaply build up the largest circulation. And how they work on it! They scheme, they invent, they fight, and they struggle. They contradict each other, and even pass the "short and ugly word." And to what avail? Few and far between are the advertisers who believe even the *sworn* circulation statements of the papers to which they give their patronage. In a frightfully large number of cases they shrug their shoulders, and let it go at that, hoping somewhat ruefully that they are getting at least a reasonable proportion of what they are paying for.

The car card man and especially he of the Elevated and Subway lines, has no such care and annoyance. No need for him to make plans nor to scheme. The question of working up a circulation never enters his mind. The whole busy, working, traveling public works up a circulation for him.

Every new comer in the business world, bright and alert, looking for his share of the good things of life, is adding to the value, as well as the size of the circulation. The additions are all good additions. They are the active people of the workaday world, the moderate, comfortable earners and spenders. Only the people through whose hands the dollars pass make up this circulation, and there is no questioning it. There are no "returns" counted in, no piles and bundles of papers sold for waste—and counted in also. No counting in of the myriad afternoon editions which are bought for a possible addition to the details of a murder or a political scandal, and thrown away when the single item is read. The car card man's figures are those of The Public Service Commission; the reports rendered to the State—absolute and unquestionable, easily secured by any man who needs them. Oh, yes, when it comes to circulation, the car card man laughs last!

**For Subway, Elevated and Street Car Advertising in Greater New York, address Ward & Gow, 50 Union Square.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXII

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Why the Douglas Shoe Copy Is Proof Against Change

An Interview with FRANK L. ERSKINE, Advertising Manager

The one feature about our advertising which, in spite of criticism, we continue to like, is the fact that it sells shoes.

We realize that on theory there may be defects both in the form and in the plan and in the layout and in the substance of the advertising which we have done and are doing. But since we do not advertise for the purpose of elevating the artistic standards of the community, and since we do advertise for the purpose of selling Douglas shoes, we console ourselves as best we can, when critics object to our copy. And our best means of consolation is to watch the ledgers.

We are sometimes told that our copy is monotonous. Maybe it is. But that is no sign that we have not been open to new ideas, nor is it any sign that we have not developed some ideas good enough to be copied by some of our most discriminating competitors. But somehow it nearly always turns out that we find it good business to back up the effect of new copy by a periodic return to the original style which we may say, with all modesty, we have "made famous."

For instance, you may remember that in 1908 we made quite a distinct break from our characteristic type of copy. In that year, as advertising manager, I went to Mr. Douglas with a new idea. There were five pieces of copy representing five types of men who ought to wear Douglas shoes. One showed the heads of "Business Men" across the top of the

copy and their feet and shoes to correspond across the bottom. One other showed "Professional Men," another "College Men," another "Workingmen." The idea impressed him as a good one, and we had it worked out in good strong drawings, with copy to match. We used it a while, and we never have been sorry. But pretty soon we went back to the old copy, which seemed to take a fresh hold after its rest.

When we changed back to the old copy we got a lot of protests, from many sides, and many wondered why we abandoned a good, new idea. Maybe it was more artistic and more modern than our old standby. But when we went back to the old copy we found it still had its "pull."

OLD-STYLE COPY HOLDS ITS OWN

And so it has been with other changes. We have worked out some good ones. And we have sold shoes with them. But they have taught us that while freshness and artistic qualities and novelty and balance, and other good things are very good, none of them is in itself quite good enough to substitute permanently for the pulling power of the individuality of our "old-style" copy.

Of course there is no use describing in detail what we have found to be the best copy. We have spent a good deal of money making the public at large understand just what we thought was the best copy. The portrait, which is an indispensable feature; the plain Gothic type, and the plain,

straight story about Douglas shoes, their merits and their price—that is all there is to it.

If anybody should ask me why that kind of copy sells shoes, should try to wring from me the "secret of it," I should tell him, I do not know why that kind of copy sells shoes, and that there is no secret about it. All I know about it is that that kind of copy does sell shoes, and that no other form we have tried will sell

Suppose we go clear to the consumer and see, in an imaginary case, how it might be supposed that this personal element works. The average reader of Douglas copy—if there is any such thing as an average reader—in other words, the plain, normal-thinking man, after seeing Douglas' copy for years, feels, without realizing it, that he is buying shoes, not from a corporation, not merely under a trade-mark, but that he is buying shoes from "a man." Without knowing why, he feels an element of personal contact. "A man" has made the shoes. "A man" has put his personal guarantee back of them. "A man" is willing to risk his personal reputation on the value of his product, and more than that, "a man" sells these shoes directly to him. Now, the fact that that man happens to be W. L. Douglas is secondary. The huge, big fact is that instinctively the shoe buyer feels an element of personal acquaintance which is nearer like his friendship to his local shoe dealer than anything else that could have been implanted in him.

PERSONAL ELEMENT IN COPY IMPORTANT

And not only does the shoe buyer feel the confidence which comes from a sense of acquaintance with the maker of his shoes, but he feels a good deal of confidence from the knowledge that "a man" and not an impersonal organization is selling the shoes to him. The same man with whom he has become acquainted when he became acquainted with the

W. L. DOUGLAS STORES IN GREATER NEW YORK:

93 Nassau Street.
738 Broadway, corner 8th Street.
No. 100 Broadway, 14th St., Union Sq.
1349 Broadway, corner 36th Street.
Broadway (Times Square).
1482 Third Avenue.
2262 Third Avenue, corner 120th Street.
2259 Third Ave., bet. 138th & 147th Sts.
683 Eighth Avenue.
39 West 125th Street.

BROOKLYN
421 Fulton Street, corner Pearl Street.
708-710 Broadway, corner Thornton St.
1367 Broadway, corner Gates Avenue.
47-49 Clinton Street, corner 11th Street.
1729 Pitkin Avenue.
JERSEY CITY—24 Newark Avenue.
NEWARK—83 Broad Street.
PATERSON—192 Market St., cor. Clark
TRENTON—101 E. State St., cor. Broad

THIS AD ISN'T A BEAUTY IN LOOKS, BUT IT SELLS SHOES

them for us as well year in and year out.

If I were to guess about it, I should say that the success of our advertising is due chiefly to the subconscious personal element in it. But this is due only in part to the copy. The method of distribution has quite as much to do with it.

Service plus Entertainment

The practical service rendered by *The Butterick Trio* (*The Delineator*, *The Designer*, *The Woman's Magazine*) has received so much deserved publicity that the extraordinary quality of their literary features is apt to be overlooked.

There is hardly a celebrated name in the world of contemporary fiction that has not appeared as a contributor to *The Butterick Trio*.

Such writers as Mrs. Humphrey Ward, Mrs. Frances Hodgson Burnett, Robert Hichens, W. J. Locke, Theodore Roosevelt, William Jennings Bryan have all contributed stories or special articles to *The Delineator*, *The Designer* or *The Woman's Magazine*.

The same supremacy that characterizes the Fashion Department is present in every other department of *The Butterick Trio*. As an instance, in *The Delineator* for May, W. J. Locke, the great English writer, begins his newest book, "The Fortunate Youth." Tell your sales-story in *The Butterick Trio*, the most entertaining as well as the most serviceable magazines. June forms close April 5th.

The Butterick Trio

W. C. McMillan,
Eastern Adv. Mgr.,
Butterick Building,
New York.

J. A. Townsend,
Western Adv. Mgr.,
1st Nat'l Bank Bldg.,
Chicago.

(Average Monthly Net Guaranteed Circulation 1,400,000)

shoes greets him on the street corner from the portrait in the window, and the same man greets him from the carton from which the shoes are delivered to him.

Throughout, the shoe buyer has felt, whether consciously or not, that all the way back of his transaction, clear to the factory, stands Douglas, "a man" to whom he can turn just as he would to any of his personal friends for perfect guarantee of satisfaction.

With all of the talk that is now being indulged in in regard to trade-marks and to various other forms of impersonal guarantees of satisfaction, it seems to me that there is something extremely important in the personal element in purchase for individual consumption; that we shall find very soon a distinct reaction away from impersonal guarantees to those which reintroduce the personal element into business.

We have been accused, both behind our backs and to our faces, of being extremely conservative in our advertising policies. We rather pride ourselves that we are conservative. But we also take pride in the fact that we are conservative not for the sake of being conservative, but because we believe that for our purpose the sort of conservatism we indulge in is the best kind of business.

Personally, I am not at all opposed to new ideas of any kind merely because they are new ideas. And if any man can show me an advertising idea that has more merit than the methods I have been using, and can convince me that it is based on sounder principles, I shall be glad to consider his proposition. But with all the claims made for new ideas in advertising, there are just two standards of measurement by which I always measure any proposed change in our advertising plans. First, it must sell shoes—today. Second, it must keep on selling shoes—to-morrow.

GOODHART LEAVES FRANKLIN

Hugh H. Goodhart has been made advertising manager of the Lippard-Stewart Motor Car Company, of Buffalo, N. Y. He was formerly with the Franklin Automobile Company.

FARM PAPERS ENDORSE "PRINTERS' INK" STATUTE

A vigilance committee was established at the semi-annual meeting of the Farm Press Club, held at Chicago last week. The *PRINTERS' INK* statute against fraudulent advertising was endorsed by unanimous vote and the publishers of the farm papers making up the club individually pledged themselves to push the measure in their own states, as well as to lend general co-operation to secure the passage of the law by Congress. Twenty-five different publications were represented.

All matters pertaining to fraudulent advertising will be referred to a committee made up of H. N. Owen, of Minneapolis, chairman; T. W. LeQuatte and Hugh McVey.

The following papers were read: "The Cost System and Its Relation to Rates," by C. C. Rosewater, of the *Twentieth Century Farmer*, Omaha, Neb.; "Trebling Farm Paper Advertising," by A. G. Samuel, of *Profitable Farming*, St. Joseph, Mo.; "Fraudulent Advertising and a Vigilance Committee," by Hugh McVey, of *Pierce's Farm Weeklys*, Des Moines, Ia.; "Circulation Problems and Methods," by F. J. Merriam, of *Southern Ruralist*, Atlanta, Ga.; "Proposed Legislation in Reference to Advertising," by T. W. LeQuatte, of *Successful Farming*, Des Moines, Ia., and "Preferred Position and Other Unfair Demands," by H. N. Owen, of *Farm, Stock and Home*, Minneapolis, Minn.

The officers for the coming year are as follows: E. T. Meredith, of Des Moines, president; Col. Frank Holland, of Dallas, Tex., first vice-president; H. N. Owen, of Minneapolis, second vice-president, and J. T. Dunlap, of Omaha, secretary-treasurer.

MUNSEY SELLS BOSTON "JOURNAL"

The Boston *Journal*, owned by Frank A. Munsey, who on March 1 raised it from a one-cent to a three-cent paper, has been sold to Matthew Hale, state chairman of the Progressive party in Massachusetts, who has put the price down to one cent again. When Mr. Munsey raised the price of the paper to three cents he announced that he intended to make it the equal of a three-cent paper. If he did not succeed in securing patronage for his venture, Mr. Munsey hinted that he would sell out, and withdraw from the Boston field. The sale price is reported to be about \$400,000. Mr. Munsey purchased the *Journal* about eleven years ago for \$600,000.

It is said that Mr. Munsey's reason for selling was based on the lack of support for a Progressive newspaper in Boston. The new owners will continue the *Journal's* Progressive policy, reducing the paper from sixteen to twelve pages.

Benton G. L. Dodge, formerly advertising manager of the Standard Welding Company, Cleveland, has joined the Arthur C. Rogers Agency, also of Cleveland.



**One of the ADVERTISERS PAPER MILLS
products**

"This book of Covers is certainly one of the finest pieces of advertising matter from a paper manufacturer which has ever come to our notice."

The above from a prominent advertising manager of a large Western manufacturer of woodworking machinery.

**A limited edition of
THE BOOK OF AEOLIAN COVERS**

has been issued giving actual demonstrations of its printing qualities, showing a delightful series of designs on 22 beautiful colors in two thicknesses.

You should have a copy of this book before specifying Cover paper. Send for your copy now.

ADVERTISERS PAPER MILLS
Makers in Holyoke of Fine Printing Papers
Fifth Avenue Building New York

"Advertising Failures" That Never Gave Advertising a Chance

These instances of the folly of ascribing to advertising the responsibility for the failure of selling campaigns in which advertising figures are taken from data furnished PRINTERS' INK and supplemented from its own files. For obvious reasons, the names of places, figures and products have been disguised; the facts are essentially as given.

By Charles W. Hurd.

V

Several years before the advertising campaign to be described began, a New York man in the clothing trade invented a patent button and loop for women's garments. He hawked it through the clothing districts of New York during his spare time for a year or two, and not having any particular luck, forgot about it for as many years more.

Later, in 1907, while on a trip to the Middle West, he brought the matter up in conversation with a friend. The friend was interested and offered to put him in touch with some of the important clothing manufacturers of Chicago. He did so later, and the despised button and loop aroused a great deal of local interest.

He received several good offers, but finally accepted that of a small button and braid manufacturer, who offered to take him into partnership.

The buttons and loops were sold under license to manufacturers in the clothing trade. They were suitable for practically all garments. They gave a novel and distinctive appearance to garments that was in accord with the prevailing fashion, and it was hardly any time at all before they had leaped into local popularity.

When the signs pointed to something of the nature of permanent success, the two partners began to consider an advertising campaign. They debated the question for some months, while undergoing a campaign of education at the hands of the advertising fraternity, and finally took

up with an Eastern agency. They laid out a thorough campaign, covering trade papers, magazines, trade circulars and consumer literature. This campaign did much to intensify the results of the selling campaign, although the expenditure possibly did not exceed five thousand dollars.

The following year, 1909, the appropriation was increased to forty thousand dollars and was laid out in a very effective way. Newspapers were added and window display material. This resulted in a 50 per cent increase of licensed manufacturers, making a total of 750, as against the 500 manufacturers they had had the year before. Without any trouble at all they also lined up some 190 foreign manufacturers, licensing them to put this patented loop and button on their garments.

Up to this point things had gone along very well. The inventor, as partner, had confined himself to the manufacturing end of the business, and the original manufacturer had taken charge of the sales department. This worked very well. But with prosperity came new desires to the inventor. He felt that the success was due to him, and he began to evolve new ideas for all departments of the business and to seek to impose them upon his partner.

COMBATING AN "ATTACK" OF THEORY

The advertising department soon came to hold particular interest for him. He developed some remarkable theories. His partner and their advertising agent labored with him. The partner naturally wished to stick to the type



NOW MORE THAN 600,000 GUARANTEED CIRCULATION

Among the Best Class of Mail-Order Buyers.

A fertile field is opened—an opportunity to secure a vast army of agents, or to sell an immense volume of merchandise direct to more than 600,000 consumers.

"Needlecraft" is a monthly magazine read by serious, practical women who do their own sewing.

As nearly every suggestion is a direct demand for some article of merchandise before the idea can be executed—

"Needlecraft" is an influence for immediate purchase.

A subscriber wrote us recently: "I would give more for one issue of Needlecraft than for a whole year of other publications costing five times as much."

If "Needlecraft" is so valuable to the subscriber, what will your advertising be worth when in touch with every woman in more than 600,000 "Needlecraft" homes?

Getting in touch with "Needlecraft" readers means addressing women who direct the buying for the entire family—and what is of importance to you, these women have the money with which to buy.

The balance of ready money lies with the people living in the smaller towns and country who comprise more than 80 per cent of all American home owners.

Strike at this foundation of American wealth.

Strike every month and see the effect of your blows—more business from these known mail-order buyers.

Send for Book entitled, "The Reason for Needlecraft." Tells all about "Needlecraft," this wonderful woman's magazine with **more than 600,000** paid-in-advance circulation, and still growing.

Advertising forms close promptly on the 1st of the month preceding month of issue.

The Vickery & Hill Publishing Co.

30 N. Dearborn St.
CHICAGO

AUGUSTA
MAINE

Flat Iron Building
NEW YORK

of campaign which had produced a success. The inventor wished to minimize dealer work and launch into big space in the magazines to exploit a kind of copy which he thought that he only was qualified to write. As this appeared to his partner and advertising agent to be nothing less than suicidal, both of them resisted this development. The combat went on at more or less frequent intervals for a year or two.

In the meantime, the business was flourishing under the manufacturer's direction. Each year showed a heavy increase in the volume of sales over the sales of the previous year, the number of sets sold running, during the last year, up to a total of more than one million and a half, exclusive of foreign sales.

This fresh prosperity proved too great for the inventor, who had been raised from comparative poverty to affluence in the short space of two or three years. He became dizzy with his own importance, and from merely presenting and discussing ideas with his partner, he began to insist upon having his own way, as a change, if for no other reason.

Soon the contention was extended to other things than advertising, and the whole organization was upset and disrupted by the conflict.

AND THEN THE SLUMP

In the early part of 1911 a very carefully planned campaign was mapped out by the agent, to involve an expenditure of more than one hundred thousand dollars. It was impossible for the agent to make any headway with it, however, the partners squabbled and fought so. As a result, the season passed without the insertion of more than half a dozen ads, and those practically copies of the year before, hastily thrown together to catch editions.

The ensuing slump in sales woke the inventor to the seriousness of the dispute. He receded from his attitude, but it was too late; the elder partner's blood was up. He refused to continue relations with his partner, and in-

sisted either upon buying him out or being bought out himself. They quarreled over this a few months longer, and finally the inventor took over the business. Left to his own devices, without counsel or restraint, he soon started to make an end of what was left of the business. Too late he took in another partner, and the two are now trying to resurrect the demand on a ridiculously inadequate appropriation of a few thousand dollars.

This account has been very generally referred to as an "advertising failure." No statement could be wider of the mark. It furnishes a typical instance of the good that advertising can accomplish where the article has merit. The merit of the article was not recognized at first. The article was tried out by being sold. Afterwards, when its salability had been established and it seemed safe to advertise it on a national scale, it had been cautiously tried out in a few mediums, and then turned into a larger success by more of the same kind of judicious advertising. There was no question even of the advertising being poor; it was very good advertising.

The only flaw in the whole structure was the incompetent assertiveness of the inventor-partner. This could hardly have been foreseen—certainly not by the agent or magazine which took the account. No amount of investigation would have revealed this, nor would it, at that time, have justified the agent or publishers in holding up the account. Everything was done to make it a success that was humanly possible. The only factor that could not be controlled was the human factor. It was a human failure, purely and simply due to *incompatibility of temperament*.

THE ROCKS OF INTERNAL DISSENSION

Another well-known spectacular instance of where a good business has been wrecked or nearly wrecked by internal dissension is that of a shoe manufacturing concern in New England.

How Do You Know Your Advertising Pays?

You know in the mail order monthlies such as

Currier's Monthlies

(The Household Guest and Homefolks)

As 95% of all the copy carried is keyed. If an ad doesn't bring the returns we don't get it again. You will notice, however, that we carry the same ads, with a different key, month in and month out.

750,000 Circulation

guaranteed for each issue. Every copy in a separate wrapper to a different home. \$2.95 per line.

GEO. H. CURRIER COMPANY, CHICAGO

R. B. Leffingwell Advertising Mgr., Boyce Building, Chicago

Three brothers originally built the enterprise from a very small two-story factory up to a large and flourishing business which was nationally known and lavishly advertised. As in the other instance, it was the wonderful success of the concern which brought about its undoing. The advertising was so good and the demand was created so quickly that additional capital was soon required to expand the business to the dimensions necessary to handle the new trade.

These three brothers had married into two families of wealth, and it seemed to them both generous and politic to take in three family connections—three brothers-in-law—making six partners or interests united by ties of blood and marriage. For a year or two the brothers and brothers-in-law worked together in the most loyal and agreeable fashion, and then the rift appeared in the lute. The three new partners became, or so it seemed, exceedingly greedy for profits. Unappreciative of the experience of the original manufacturers which had made them practical and cautious, they could hardly be restrained from pressing forward into untried ventures, that involved an outlay of large sums.

To cut the story short, what began with difference of opinion soon multiplied into friction and then into constant dispute. So venomous did this become at last that the partners got together only to transact the most necessary business. Each of the six remained fixedly in his office, ready to pour out his own special tale of woe into the ears of every visiting jobber and retailer, and vilifying his partners to the extent of his vocabulary.

It almost surpasses belief, but this sort of thing prevailed for at least two years without absolutely wrecking the business. It did wreck the advertising, at least, for a while; diminished it, in fact, to less than one-fourth its previous size. Naturally, the business shrunk with it. In the end two of the partners bought out and retired the other four. They

are beginning to advertise again, and the business now shows signs of revival. This was never at any stage an "advertising failure," despite the characterization.

FOUR ADVERTISING MANAGERS

A large concern in the drug line put on a new and rather unusual line and decided to advertise it through the magazines. The house already had a very large national distribution of its regular lines and was on excellent terms with the jobbers and dealers, but did not advertise.

The agent who solicited and obtained the account was somewhat chagrined to find that in preparing the plans and copy he was obliged to consult four different persons who seemed to have equal authority in regard to the advertising.

Apparently these four pulled together very well before advertising was introduced. Each had his own peculiar sphere, well defined. Each, however, took it into his head to be interested in the advertising and to feel that he was a little better qualified than either of the others to make decisions.

So the new venture developed a number of kinks which could not be straightened out with the help of any precedents at hand. Most of the questions raised in the progress of the campaign called for some special kind of information or business judgment, and where the agent was able to furnish the information the others did not always agree in backing him up or turning him down. Every piece of copy and every idea that went into every piece of copy had to be fought successively through four men. This rendered any consistent policy impossible. It made the ads look like a mental crazy-quilt. It was tedious and disappointing work for the agent and he was many times on the point of throwing the whole thing up. He would have done so but for the long list of other articles which he hoped the house might adver-

(Continued on page 109)



Representatives of SCRIBNER'S have this remark most frequently made to them by individuals not in the advertising business:—

“I suppose *your* advertising comes to you without much work.”

Why that “suppose”?

It is very simple. The unsolicited mind sees quality first of all—especially real quality—sees it entirely separate from quantity or the other secondary attributes. And real quality establishes, automatically, a desirable mental attitude. So most naturally:

“Why! I should think advertisers would want to use *Scribner's* first of all the magazines.”

Most advertisers do *want* to—the *best* advertisers *do*—always have and always will. *They* learned, long ago, that *the greatest good from advertising comes from the persistent use of mediums which directly, naturally, inspire the most desirable mental attitude.*

Every advertising page in
THE RED BOOK MAGAZINE
 takes a hand at reading matter

April 1913
 THE PRICE IS 15 CENTS
RED BOOK
 MAGAZINE

Burlington Route

Jimmy Riley's Turn
 Frederick P. Dechard's
 latest and best story,
 and Stories by
 Harris Jackson, E. Neale,
 Minnie Bartow, James
 L. T. Johnson,
 Clifford S. Raymond,
 Mary Imay Taylor,
 Edwin L. Seaborn, Ida McLean,
 Freeman Tilden and Others.

Burlington
Route

CHICAGO, BURLINGTON & QUINCY RAILROAD COMPANY.

PASSENGER DEPARTMENT.

547 West Jackson Boulevard, Chicago.

P. S. EUSTIS,
Passenger Traffic Manager.

Chicago, February 13th, 1913.

Mr. Louis Eckstein, Pres., File JEL.

The Red Book Magazine,

North American Bldg., Chicago.

Dear Sir:-

We have a very satisfactory mutual arrangement with your Company to receive gratis 18 copies of your Red Book each month to be placed in the binders provided for the same on the observation and library cars of our limited trains.

The popularity of your magazine has recently been brought to my attention in a rather unusual way. So far this month five Red Books have disappeared from their binders. The trouble of having the magazines stolen on our trains is quite common and is especially so as far as the Red Book is concerned. There is but one conclusion that this condition must lead to and that is that the stories in your publications are so interesting that when a passenger is forced to leave the train he finds it impossible to separate himself from the magazine.

It occurs to me that rather than to have the binder go empty, (in cases where magazines have been stolen,) or taken off entirely until the next month's issue arrives, you might be glad to increase our supply of magazines in order that we may be prepared to promptly supply Red Books, when the same are missing, in order to keep our magazine files in the car complete.

Yours truly,

Passenger Traffic Manager.

Turn
hook's
story
ties by
Westell
Adams
mond
Taylor
Evans
others

WE advertise the
Woman's Home
Companion as a practical
household trade paper.
On this basis more and
more women are con-
stantly buying it.

YOU know as well as we
do how trade paper adver-
tising pays.



"HUMAN INTEREST" AS
THE CHIEF FORCE
IN COPY

FIELD OF ADVERTISING POSSIBILITIES
HARDLY SCRATCHED—SOME RE-
MARKS ABOUT SAKS & COMPANY'S
AND THOMPSON-STARRETT COM-
PANY'S ADVERTISING—WHAT
"HUMAN INTEREST" IS AND IS
NOT

By F. Irving Fletcher.

Adv. Mgr., Saks & Co., New York.

[EDITORIAL NOTE.—In his work for Saks & Co., of New York, and in his daily advertisements for the Thompson-Starrett Company, Mr. Fletcher has shown himself a strong practical advocate of human interest as the greatest selling force in copy. Being departures—often radical departures—from the usual styles of writing, the ads as they have appeared from day to day have caused much comment.

Mr. Fletcher is fiction writer turned advertising man. For several years his short stories were appearing in the magazines, until his advertising work became too pressing.

He does not for a moment slight the value of facts, but he is convinced that there are unrealized possibilities in the interest-compelling power of a presentation that will vividly put the reader of the advertisement under the influence of the real meaning of these facts in the most vital way. In a recent address, made before the Advertising Forum of the West Side Y. M. C. A. of New York, Mr. Fletcher explained his position most interestingly, and PRINTERS' INK takes pleasure in submitting his stimulating views herewith.]

Just what is the human element in advertising?

Candidly, what may be the academic definition of the human element I do not know. In fact, the moment the human element becomes academic it ceases to be human. An advertisement which labors to describe the complex mechanism of an automobile is academic. An advertisement which aims to show that an automobile will enable me and my family to renew our associations with the green fields is human. The first advertisement suggests the problem of keeping the car in order, the second advertisement suggests the possibilities which an automobile offers for enjoyment.

I shall define the human element in advertising, therefore, as that method of appeal which best illustrates the happiest phases or

uses of the article for sale. It is the human element in the written word which finds a responsive chord in the reader, whether in the literature of history, of biography or of fiction. Aside from purely literary considerations, it is the human element which makes Shakespeare great, and Hugo and Tolstoy and Kipling. Always, in art, in literature, in oratory, it is the human note that the world listens to and reveres. And it is the human note in advertising which saves it from being viewed solely as a sordid transaction of dollars and cents.

If you have ever sold a man a bill of goods or a suit of clothes over the counter, you will recall that, even with the hardest, shrewdest and most taciturn of buyers some of the amenities of daily intercourse entered into the transaction. Now, there is neither room nor occasion for making an advertisement a vehicle for conversational practice, but there is every reason why we should avoid the frigidity common to a great deal of advertising to-day, and which in the popular mind has always seemed to be an inevitable quality in the printed word.

Suppose we reverse the situation and employ a few stereotyped lines of newspaper copy as an argument in personal salesmanship. Fancy entering a man's office and giving him a line of talk similar to this: "Jones & Co. respectfully announce that their new spring line of clothes is now ready, embracing a representative collection of the season's models, fabrics and patterns, and adhering to our well-known policy of economy on the score of prices." Any man who approached a prospect that way wouldn't last any longer than a Mexican president. Mind you, I am not arguing for diction and style, but for sanity and horse-sense. I simply want to point out that because we talk to a man through the medium of a newspaper is no valid reason why we should cease to talk intelligently. I see no reason why we should become less intelligent and less interesting in print than in per-

son, no reason at all why we should permit cold type to chill the genial currents of a sale.

Let us get clearly in our minds that advertising is a literature—the literature of Supply—and that each of us who writes advertising copy is an author aiming to reach as wide a circle of readers as he possibly can. The article you advertise is your theme, and whether it be a bar of toilet soap or a safety razor, it can be exploited in a human way. The trouble with many of us who write advertisements is that we take our merchandise too seriously. We are so concerned with its merits and so anxious to embody them in a single piece of copy that the result is just a muck of descriptive data, about as interesting as a railroad guide.

I do not mean to imply, however, that a proper description of your merchandise should be entirely subordinate to the human-interest quality. Rather, human interest is meant to lend warmth to the colorless recital of that description. The man who writes human-interest copy will seize upon the essentials and give to them a forcefulness and a significance they never had before. Nor does it necessarily entail the use of larger space.

REQUIREMENTS OF BEST COPY

Human interest is not so much a matter of space as of spirit. It has nothing to do with the number of words used, but rather with the manner in which you use them. Indeed, if the human interest in your copy is too long it will exhaust the human interest you are trying to get. Brevity is still the eternal qualification of good copy, human-interest copy or any other sort of copy. Two thousand years ago a philosopher offered as an apology for a long letter the fact that he had not time to write a short one. And whenever I write a long advertisement it may generally be taken as an indication that I was pressed for time.

On the other hand, brevity has its abuses, and must not be carried too far. If you are adver-

tising a sale limited to one or two days and have half a dozen things to say about it, say them all, but make short work of it. But if you are advertising a regular line of merchandise day in and day out, then one point a day is enough. Always remember that the surest way to be dull is to say it all.

I have been asked to refer to some of my own work in support of my remarks. I feel that it is less presumptuous to refer to my own affairs than it would be to allude to other people's. I have written the small single-column advertisements for the Thompson-Starrett Company (building construction) since they first began some three or four years ago. They seldom exceed eighty or ninety lines; they frequently run less than forty. I think I may say, too, that they have about as much of the human quality in them as the limited size of our space will permit. And they simply have got to have that quality, because without it we figure they would be a prodigal waste of money. In this advertising we are aiming to interest ninety-eight people in every hundred, who ostensibly can have no earthly interest in what we have to say to them. Only one or two per cent of our readers are possible clients. But do not get the idea that we are paying "top-surrounded" rates for 98 per cent waste circulation. We do not regard that 98 per cent as waste circulation. We regard the good will and interest of that 98 per cent as a valuable asset of the company. But, as I have already remarked, human-interest advertising is the only sort of advertising which could be expected to interest that 98 per cent, and if it can be depended on to attract and interest those who can never need a building contractor's services, it can surely be depended upon to interest those who are in need of such services. Always the aim has been to make these little talks interesting alike to the property owner and the layman. By interesting the property owner we must become an associate idea of any building project that ever

comes to his mind. By interesting the layman we create that wave of suggestion in public sentiment which in some occult fashion never fails to operate for or against those toward whom it is directed.

LOGICAL MEDIUM FOR HUMAN-INTEREST COPY

What is the document of greatest human interest to-day? The greatest document of human interest to-day is the newspaper. What other piece of literature, ancient or modern, religious or secular, is read by so many millions of people seven days a week, 365 days a year? None! The newspaper is the liveliest piece of printed matter in existence. Time cannot wither nor custom stale its infinite variety, because time and custom are the very life of its contents. The newspaper is a diary of the passing hour. It is a kaleidoscope of human ambitions and sorrows, of human triumphs and failures. It is a moving picture show in print. It is each day's act of the great human drama—the epilogue of our yesterdays, the prologue of all our to-morrows. It is a chronicle of the world at the time we live in it, and that is the most interesting time in the world.

Now, when you come to advertise a suit of clothes alongside the six most vital topics in world news, you are something like the dog that barks at the fast-flying automobile. The newspaper is a vast amphitheater of human happenings. An advertisement for clothes or anything else is a sideshow. And so valuable is news that the newspaper pays liberally to get it, and, in turn, practically gives it away. On the other hand, your side-show of clothes, or what not, has to pay heavily to get in with the main events, and the reader, who gets into the amphitheatre free of charge, is expected to pay for the privilege of patronizing a side-show.

You may contend that a man has got to have clothes, and you are right. You are so surely right that he will never cease to wear clothes, whether you advertise

them or not. You are not advertising to tell a man to wear clothes. You are advertising to tell him that he should wear your clothes in preference to the other fellow's. And in order to do this you have got to adopt some more persuasive line of argument than a few frozen merchandise facts and the monkey talk of prices. Vying with a perfect maelstrom of news on all sides, it is up to you to put such appeal into your copy that when a man reads it he will look for it again. *You have got to catch some of the newspaper spirit and put it into your copy.* It is not enough that even poor advertising will sell goods. The problem before us is, how to sell more goods, and human interest is the answer. To attract, to interest, to convince and to compel action—these are the Big Four. And the human quality in advertising covers the first two completely and is largely instrumental in the success of the other two.

I cannot tell anyone just how to write a human-interest advertisement, any more than I can tell you how to make love to a girl, for proficiency in these things is largely a matter of intuition and practice. But I can refer you to a great deal of Saks' advertising as carrying out the human-interest idea, particularly in our recent single-column editorials on clothes. It might be said that these single-column talks are chiefly notable for what they do not say on the subject of clothes.

Yet such is not the case. They are *all* clothes, from start to finish. It may not always be apparent at the beginning, and I hope it isn't. It is permissible that you and I should employ any honorable means to engage a man's attention and interest. And if I am in the predicament of having to serve fish six days a week, I may at least be allowed a little latitude as to sauces and methods of cooking. I would rather tell a man that clothes are essential to his social standing, that they are helpful in getting success and keeping it, and that they are as valuable in affairs of business as

they are in affairs of the heart, than annoy him with an inventory of navy-blue serges and unfinished worsteds, which no tailor worth his salt can afford to be without. I realize that you cannot take anything for granted with your public, but if you are a tailor, no sane man will suspect you of carrying a line of linoleums.

COPY THAT KEEPS TO GRINDSTONE OF SPECIFICATIONS

This idea of keeping eternally to the grindstone of specifications and never looking up for a breathing spell is all wrong. It tires the man who writes it and the man who reads it, and what advertising man can enthuse six days a week over a cutaway coat, viewed solely as a cutaway coat? New books on Napoleon are being written all the time, not because of any inaccuracies in those already written, but because the subject affords inexhaustible opportunities for different points of view. And the lovers of Napoleonic literature buy every book that appears, solely for the new point of view and not to check up the fatalities at Austerlitz.

Now, I do not mean to say that a point of view will sell clothes, though it is my conviction that the right point of view will sell anything. But I do mean to say that if you take a suit of clothes and talk about it every day from a different point of view it stands to reason that you will stimulate interest in your advertising, in your merchandise, and eventually reap the benefit in your sales.

I have seen so many proofs of the effectiveness of human-interest advertising that I am justified in saying that human interest is the salvation of advertising literature, just as it is the mainstay of any literature. You may assimilate all there is to know on the subject of psychology, and familiarize yourself with its thousand and one classifications, but human interest itself is psychology—root, branch and blossom. And whilst you may find much that is useful from the study of that vast and entertaining subject,

let me caution you to keep untainted from the laboratory and save your soul alive. Never forget that the first duty of an advertising writer is to be just plain human. Do not be like many a young physician who starts vivisecting guinea pigs for the benefit of humanity and winds up by forgetting humanity for the sake of the guinea pigs. Do not become so saturated with theories, principles and formulas as to become wholly detached and isolated from a sane and practical point of view. Supplement your own views and ideas with all that you can learn from the study of psychology, or better still, supplement all you can learn from psychology with your own views and ideas.

Above all things, *write*. Write as well as you know how, and do not keep your imagination tied to the apron strings of your merchandise. There is no romance in merchandise, there is only dry rot. It is *for you* to give it romance and save it from itself. You may take all the advertising that has been written to date on all the things that ever were advertised, and I tell you that the possibilities of advertising copy remain unscratched.

PRISON SENTENCE FOR HAWTHORNE

Julian Hawthorne, Albert Freeman and Dr. Wm. J. Morton were found guilty of using the mails to defraud, in the United States District Court at New York, March 14. Advertisements written by Hawthorne and circulated for the purpose of selling stock in Canadian mining properties were the basis of the action. Hawthorne and Morton were sentenced to one year and one day, while Freeman received sentences aggregating six years.

SIMMONS TALKS TO T. P. A.

E. A. Simmons, president of the Simmons-Boardman Publishing Company, publishers of *Railway Age-Gazette*, *American Engineer* and *Signal Engineer*, and of the McCall Corporation, publisher of *McCall's*, addressed the Technical Publicity Association, March 13, on the various operations necessary to the issue of a technical paper. The object of the talk was to give the men responsible for the placing of advertising copy some idea of what has to be done before the copy appears in the finished publication.

WOLF! WOLF!

WE RECENTLY declined a full page because the advertiser wouldn't agree to follow it up properly.

His notion was to order a full page, have the copy set, then rush about to his dealers with proofs, crying: "See the big advertising. Stock up my goods, display them, push them, and you'll cash in." And after the one full page he was going to stop advertising, and the burden of selling would rest upon the dealer.

The same unfortunate thing is more often tried with small space. An advertiser buys 28 lines in a long list of publications, and uses the big "total circulation" to dazzle the dealers. The figures look impressive, but the size of the advertisement isn't mentioned.

Publishers who safeguard the interests of their clients are striving to eliminate this dealer-bluffing, whether worked by big space in one or two publications, or by inadequate space in many. It creeps in occasionally—too often—but it's being minimized every day.

Retail merchants are coming to have more and more confidence in the great publications. To a considerable extent, they use the advertising pages as a buying guide. This "dealer influence" is too precious, too valuable to present clients, to be jeopardized by abortive campaigns.

And furthermore, the advertiser who cries Wolf! Wolf! can himself hardly expect much coöperation from dealers after he is found out.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE

PHILADELPHIA

1893-1913

Never in McClure's history
has its newsstand sales been
so great as today.

100 percent increase in the past year.

We speak of this because McClure's
appeals to the best people in the land.

Ask Your Newsdealer

The closing date for June
McClure's is April 15th



Walter H. Macnung
Advertising Director.

The McClure Publications, Inc.
McClure Building, New York

MINNESOTA SECOND
STATE TO PASS "PRINT-
ERS' INK" STATUTE

ADDITION OF THE WORD "LABEL"
THE ONLY CHANGE FROM ORIG-
INAL DRAFT—PUBLICITY PLANS OF
THE MINNEAPOLIS ADVERTISING
FORUM—A NEWSPAPER CONTO-
VERSY DISCLOSES METHODS OF
OPPOSITION

MINNEAPOLIS, MINN., March 12.
Editor of PRINTERS' INK:
Governor signed PRINTERS' INK
law 2 p. m. March 11.

MAC MARTIN.

The text of the Minnesota law
is as follows:

AN ACT

To Prevent Fraudulent Advertising.
Be it enacted by the Legislature of the
State of Minnesota:

SECTION 1. Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public, for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or any interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this state, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, label, circular, pamphlet or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor.

The text is exactly the same as that originally recommended by PRINTERS' INK, with the addition of the word "label" to the list of media. The effect of this addition will be to get the law indexed under laws relating to labels, as well as those relating to books, notices, handbills, etc. It does not materially strengthen the law, since the words "or in any other way" include labels as a matter of course. There is absolutely no reason, however, why the word "label" should not be specifically added in every state if it is desired.

This law, it will be recognized, differs from the Ohio law in certain particulars. The changes in the Ohio law are thus explained by Isador Grossman, attorney for the Cleveland Ad Club, and one of those chiefly responsible for the passing of the measure:

OHIO CHANGES NOT SERIOUS

Comparing the bill as passed with the original PRINTERS' INK bill drawn by Mr. Nims, in line two the word "whoever" was put in the place of "any person, firm, corporation or association who," as under Ohio statutes "whoever" covers all these terms. That in line four the word "him" displaces the terms, "person, firm, etc.;" that in lines seven and eight the words "makes, publishes, disseminates, circulates or places before the public or," are stricken out and that in line fourteen the word "misleading" is stricken out and the word "or" inserted between "untrue" and "deceptive."

The words in lines seven and eight were struck out because of the opposition of the newspapers, they fearing that they could be held responsible for lies told by their advertisers. The Ohio Newspaper Association after conference with us urged that these words be stricken out, and as we did not regard their omission as vitally affecting the bill in any way we consented to it. The fact is that the newspapers, even with these words left in, could not have been held under the bill for fraudulent ads inserted by advertisers because the advertisement must be of goods, etc., which the advertiser himself is offering to the public, as is shown by the expression "so offered" in line thirteen, which refers back to line three and four.

The fact of the matter is that if newspapers could be held under the bill with the stricken words in lines seven and eight left in they could be held with them left out because by publishing ads that are fraudulent they are causing them to be disseminated and placed before the public, and so on. But as stated above they cannot be held in either event.

The word "misleading" in line thirteen was struck out at the request of no particular interest but some of the representatives who were afraid that to leave it in would make the bill too broad. We should, of course, have preferred to retain it in the bill. As the word "deceptive" was left in, the bill is pretty broad as it is.

The Minnesota bill was introduced into the House on January 20, and passed by the House February 1. In its original form it made the penalty a "gross misdemeanor." When it passed the Senate, however, on March 6, the word "gross" was eliminated. The House immediately concurred in the change.

The Minneapolis Advertising Forum, through its Vigilance Committee, has been working on the measure since September 15, as quietly as possible. A very extensive publicity campaign was prepared, but it was held in reserve until after the bill should be passed. Mr. Martin outlines the publicity campaign as follows:

"On the day the bill was signed by the Governor we had news-stories in all of the papers on the history of the movement and the history of the working of the Vigilance Committee.

WARNING TO ALL ADVERTISERS

"On March 13 we sent letters to all local advertisers stating that the law is now in force, and suggesting to advertising managers of department stores that they tack up a copy of the bill over the desk of each department head.

"On Sunday, March 16, the local newspapers donated one page to be used as an advertisement, signed by every member of the Minneapolis Advertising Forum. In this advertisement we state frankly that as all business is founded on the confidence that the public has in it we believe most advertisements to be truthful. We tell the public that now that such a law is on the statute books anyone who accuses an advertiser of falsehood is accusing him of committing a criminal offense. We then proceed to state that we are ready and prepared at any time to investigate any cases of falsifications or misrepresentations in advertisements in our territory, and ask the public to send us examples of fraudulent advertising, together with what they have found to be the facts, and wherein the advertisements are untruthful, deceptive or misleading, and whether or not the individual who sends the advertisement and the statement will be willing to act as a witness in the case.

"We will establish offices in the Minneapolis Civic and Commerce Association and arrange forms so that every letter received from the public will be immediately answered. Our secretary will at

once fill out the forms in these cases and refer the matters either to our committee or to the advertiser who is thus accused and ask him to make some kind of a statement to us within forty-eight hours.

"We are planning to have printed forms so that each man will understand that he is simply getting what the other fellow is catching."

JAIL SENTENCE FOR FRAUDULENT ADVERTISER

SUCCESSFUL FARMING.
DES MOINES, IA., Mar. 11, 1913.
Editor of Printers' Ink:

E. E. Beyerle, advertising over the name of the Bedford Silk Mills, Bedford, Ohio, sent us an order and copy for November, 1911, for an inch advertisement, offering to send samples of silk for 25 cents.

Judging from the complaints that came to us, he received a very large number of replies to his advertisement. So far as we have been able to find out he did not deliver the silk to anybody. After a thorough investigation we returned 25 cents to each of our subscribers who had made complaint.

We then took the matter up with the Post-Office Department and turned over to them all the evidence in our possession for the purpose of depriving this advertiser of the use of the mails, and meting out such further punishment as the courts should decide upon.

In our attempts to bring this man to justice we have had the closest co-operation of the Post-Office Department, but because of the vast number of cases their inspectors are called upon to investigate, this case was not brought before the grand jury until early in February this year, more than a year after the advertisement had appeared. The case was presented to the United States Grand Jury for the Northern District of Ohio by the United States District Attorney for that district. He was indicted under section 215 of the Federal Criminal Code, on a charge of using the mails in a scheme to defraud.

On March 6 the defendant pleaded guilty and was sentenced to six months imprisonment in the Stark County Workhouse at Canton, O., and to pay costs in the case.

T. W. LE QUATTE,
Adv. Mgr.

MORSE-BENSON CO. FORMED

A. E. Morse and A. E. Benson have formed the Morse-Benson Company to conduct a general advertising business in the Mears Building, Scranton, Pa. Mr. Morse has handled some of the biggest local advertising accounts in Scranton, and was formerly advertising manager of one of the Scranton newspapers.

A Better Idea for Your Advertising— “Selective Circulation”

How many opinions are there respecting things about advertising? Heaven only knows!

What are we all *agreed* on?

The *elimination of waste!*

This is a method for eliminating waste for manufacturers of machinery and kindred lines:

The Hill Publishing Company publishes the leading paper in each of the five most important engineering industries.

Each industry is a tre-

mendous consumer of machinery.

The total circulation of these papers is 103,000.

Select from that total just the circulation that represents possible buyers of your product!

That is “Selective Circulation.”

Compare these highly specialized circulations with the circulation of the ordinary “Mother Hubbard” paper —which covers everything and touches nothing.

Imagine the waste for any manufacturer of anything outside a product of universal uses.

Tom, Dick, Harry and the three Graces all subscribe to it—only a very small percentage of them is worth while to the maker of any specialty.

But with *this* system of *Selective Circulation* you may pick the possible buyers of *your* product, pay for that circulation and none other and thus reduce “waste” to its lowest possible proportions.

Details?

Hill Publishing Co.

505 Pearl Street

New York City

THE five great quality circulation engineering weeklies of the Hill Publishing Co. are:



The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News
(1874)

The Standard Paper of Civil Engineering. Circulation 21,000.

American Machinist
(1877)

Devoted to the Work of Machinery Construction. Circulation 26,500.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 34,500.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 11,000.

MAKING EACH MEDIUM PULL ITS SHARE OF THE LOAD

HOW THE JOHN SIMMONS COMPANY JUDGES PUBLICATIONS BY THE RELATION OF INQUIRIES AND DEALER SALES—A SMALL APPROPRIATION MADE TO GO AS FAR AS POSSIBLE

By John P. Wilder.

How many advertisers, I wonder, are reasonably certain that the expenditure for space and copy is pulling its fair share of the sales load? How many can produce the figures to show that a certain combination of mediums is productive of better results than a certain other combination, differing from the first, perhaps in only one or two publications? Of course, in the case of a purely mail-order business it is easy to figure a publication's productivity on the basis of cost per inquiry and percentage of sales. But when the goods are handled by local dealers it is a more difficult matter to tell whether this publication or that is more influential in turning over actual sales.

Naturally enough, when the business amounts to several millions a year and the appropriation is up well beyond the six-figure mark, a little difference in pulling power between two general publicity mediums doesn't cut much figure. If the rate of increase of the gross sales keeps up everybody is satisfied, including the board of directors, and it isn't necessary to be sure that every dollar works with maximum efficiency. But when the proposition is yet small, and while the boss is inclined to feel that the first place to retrench is in the advertising appropriation, the pulling power of one publication over another becomes a matter of immediate importance.

I have heard it said over and over again that you can't measure the pulling power of a publication when the goods are sold through jobbers and dealers. It is a common saying that general publicity has to be taken on faith—if the

sales increase it is good advertising, and if they don't it isn't. Maybe so, yet I know of one concern in New York City—the John Simmons Company—which is making an attempt to approximate the relative values of a rather long list of mediums, while the goods are going through the jobber and dealer.

This concern, in addition to an extensive line of general hardware, distributes the Baldwin lamp, which is a very simple arrangement for generating and burning acetylene gas. For several years the company sold this lamp to miners, as a substitute for oil lamps, and it became a sort of standard article handled by mine supply dealers. Since it was a staple and since each dealer had from two to twelve hundred customers more or less constantly in the market for it, the retail price was set at a dollar, of which 25 cents was net profit to the dealer, to whom the goods were sold direct.

NEW DEMAND DISCOVERED

Later on, however, it was found that there was a certain demand for a portable lamp for use out of doors—by hunters, campers, trappers, and as a substitute for the old oil lantern used by farmers. The moment the company tried to enter this field, however, it found that the 25 per cent of net profit was low and that dealers did not take kindly to the proposition. When sold as a *staple* the price was all right, but the moment a dealer was asked to handle the lamp as a *specialty* he demanded a wider margin.

Of course, it was not possible to reduce the wholesale price to one class of dealers without lowering it to all classes, and it was equally impossible to put over a raise in the retail price. It didn't look like a very promising field, and the company inaugurated the campaign of advertising the lamps for outdoor use with a good many misgivings. A good-sized list of mediums was chosen—outdoor publications, weeklies and hardware trade papers—but very small space was used, mostly

from one inch to thirty-five lines.

The copy went directly after inquiries. As fast as they were received letters were sent to local dealers telling them of the inquiries and offering to fill orders for single lamps at the wholesale price. At the same time the customers were directed to inquire of these particular dealers. Gradually in this way dealers were encouraged to stock the lamps.

JOBBERS SHOW INTEREST

After a year the jobbers began to inquire after the line, and it was finally thrown open to them, the company still continuing to sell direct in response to inquiries which the copy still requests. When the campaign was inaugurated the company said it would be satisfied if 5,000 lamps were sold the first year in addition to the mine business. That first year the sales amounted to 11,000 lamps, and last year more than 50,000 were sold for outdoor use. The company is just beginning to go after the farm trade, after

three years of consistent emphasis of the advantages of the lamps for use by sportsmen and campers.

From the foregoing it is easy to see that it was highly important to the company to know the relative pulling power of the publications used, where that power was strongest and where weakest. Particularly after some sales began to be made through dealers without any direct inquiries, it became necessary to check returns on a basis of something besides cost per inquiry. No money could be wasted, because the lamp business was only a small part of a large concern, and if it didn't show a profit the advertising would be cut down, if not stopped entirely. Hence a publication which wasn't pulling inquiries couldn't be cut off the list just on that account, because it might be sending customers to the dealers; and, on the other hand, the company couldn't afford to keep it on the list on the supposition that perhaps it was in-

The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

fluencing dealer sales. In other words, inquiries from *Collier's* might cost two dollars apiece, as against 40 cents from *Field and Stream*, and it wouldn't necessarily indicate that the former should be dropped, even if they were all turned into direct sales.

BASIS OF JUDGING

The following method has been adopted of judging the relative values of the mediums used. As to whether it is thoroughly reliable in all cases or not there is, of course, plenty of room for argument. Probably the publisher who finds himself left off will argue that it is not fair, and he who is retained will swear by the system. At any rate, it can't be any worse than the pure guess-work which is relied upon more often than it ought to be.

When an inquiry is received it is credited to the publication whose key number is used, in the regular way. A chart of inquiries is made by months, so as to indicate any seasonable appeal, and at the end of the year a recapitulation is made, showing the cost per inquiry and the cost per sale.

A ruled sheet has the key numbers down the left-hand side, and the names of the various states across the top. On this sheet are entered the number of inquiries received from each publication from each state during the year.

On a third sheet the names of the states are set down in order, together with the total number of inquiries received from each during the year. In a second column is placed the total number of lamps sold direct to dealers in each state during the year.

The way the system works is this: Suppose that from Missouri it is noticed that the total number of inquiries was seventy-nine and the dealer sales 1,500. That indicates that the publications which are strong in Missouri are sending more customers to dealers than are inquiring direct. By running down the column headed "Missouri" on the sheet giving totals by states, it is easy to tell

which publications are strongest in that state.

In Nebraska, let us say, the dealer sales are way below the direct inquiries. The publications which are strong there are sending more business direct. It is easy to find out which those publications are. In fact, the tables tell which publications are strongest in each state, and the relation of dealer sales to direct sales in each state. Taking this information in connection with the cost per inquiry and the cost per sale for each publication, figured on the basis of direct sales, the company thinks it can tell pretty accurately which publications to drop and which to continue.

With the understanding that the cost per sale figured on direct inquiries is not always just, however, the company sends return postcards to all "dead" inquiries from publications whose cost is apparently high. These cards offer a new set of fittings for the lamp in return for information as to whether the customer has bought from a dealer since sending in the inquiry direct, and the dealer's name. All such sales are credited to the publication. This method is not followed with publications whose cost per sale is low, because the only object of the information is to determine the advisability of dropping a publication from the list. The company says that 80 per cent of the cards are returned, and it believes the returns are accurate, since the fittings offered would be of no earthly use to anyone who did not own a lamp of the particular make.

Of course, the company does not regard the plan as infallible, but is willing to let the sales records speak for the efficiency of it. The charts are used to determine even such comparatively minor questions as whether to continue 35-line copy in a certain publication or to increase to 56 lines. If it doesn't do anything else, it gives the man who is responsible for the advertising a basis upon which to demonstrate the necessity for keeping the appropriation from going down hill.

the sieve

Spice.

It may be all very well
in its place—

—but chile con carne is
bad for children.

And what's the use,
anyhow—

—when there's so much
that's really good and whole-
some?

The Associated Sunday Magazines

Issued every week co-operatively and simultaneously by, and as a part of, the Sunday editions of the

Chicago Record-Herald
St. Louis Republic
Philadelphia Press
Pittsburgh Post
New York Tribune
Boston Post



Washington Star
Minneapolis Journal
Rocky Mountain News
Buffalo Courier
Detroit News-Tribune
Baltimore Sun

1 Madison Avenue, New York Record-Herald Bldg., Chicago



The policy of the Associated Sunday Magazines makes them welcome—

- everywhere;
- always;
- by all the family.

The manuscripts that come into the Associated office are carefully sifted by the Editors:

- for cleanliness:
Nothing not altogether wholesome survives.

—for bias:
Political and sectarian articles are excluded.

- for literary quality:
Only the purest English is accepted;

—and so on.

Over and over they are sifted—through closest mesh screens.

It takes a lot of time to do this careful sifting—

—and it costs a lot of money.

But the Associated is a whole lot better magazine for it—

—better for the 1,400,000 families who read it—

—better for the advertisers.

About a Quotation

"After properly arranging and classifying the information gained by this campaign, it's going to be a difficult matter for a crackerjack space salesman to put across some mediums of low value."

As more advertisers come to the belief expressed by a Packard motor-car man the other day in Printers' Ink, we are going to find that advertising space in

The Ladies' World and Housekeeper

is increasingly self-selling. The great thing that we have to do, in interesting advertisers, is to get into folks' heads the story of our almost extraordinarily rapid growth. We have gained so much circulation so quickly that it is hard for some people to understand that we are now really

"the million-power result-bringer"

And besides having our million circulation, we have it where it will do you the most good—i. e., in the twenty-one states wherein are your best merchandising probabilities.

All the facts are at your service—information gained by an extensive first-hand analysis of selling conditions and magazine circulations, the investigation having been made by a thoroughly impartial organization. If you seek light, or desire to decrease sales expense, ask for Exhibit A.

**WALTER W. MANNING, Advertising Director
THE McClURE PUBLICATIONS, Inc.**



Meantime, the "What Happened to Mary" pictures are pleasing millions of folks in thousands of motion picture houses—and incidentally adding to the good fame of our magazine. We have already asked advertising folks in New York and Philadelphia to see the pictures—they had a good time and said they got a new idea of this \$200,000,000 business, so well described in McClure's Magazine.

MAY MANTON FASHIONS

are published in



To day's
Magazine for the Home

On the press—ready about April 10th—a pamphlet—without a title—discussing fashions—advertising the advertising pages of Today's—and important to every advertiser who has anything to sell to women. *The edition is limited to 524 copies. Sent on request to any advertiser who ought to have one.*

HOUSE & LITTLE CO.
Peoples Gas Building
CHICAGO

WILL C. IZOR
1 Madison Avenue
NEW YORK

CHARLES DORR
6 Beacon Street
BOSTON

CLOSE DECISIONS ON TRADE-MARK APPLI- CATIONS

WHY SOME OFFERINGS HAVE BEEN
REJECTED AND OTHERS NARROWLY
ADMITTED—THE CASES OF "BLUE
RIBBON" AND "BONA FIDE"

Special Washington Correspondence.

Refusals to grant registration to proffered trade-marks continues to constitute the best insight into the policy and practice of the United States Patent Office and the various Federal courts having jurisdiction in cases involving trade-mark infringement, unfair competition, etc. During the past few weeks there have been a number of such refusals, which, taken in conjunction with a few acceptances where the decision was very close, may prove illuminating to manufacturers and advertisers.

Probably the most significant refusal that has been given thus far in the year 1913 is that wherein Mr. Barrett, an American manufacturer of collars, coats, trousers and vests, was denied registry for a mark that was construed as a literal or virtual counterpart of the general Irish trade-mark which has, during recent years, been applied to all Irish goods that attain a certain standard of quality. The decision is of particular interest at this time because of the growing disposition on the part of organizations or associations of producers to adopt common, co-operative or community trade-marks which are applied to all goods produced by any member of the combination—the co-operative trade-mark being used either in lieu of or in conjunction with an individual trade-mark.

Several years ago what is known as the Irish trade-mark was adopted and registered in various foreign countries by the Irish Industrial Development Association as a means of promoting the sale of Irish-made goods. It can be used only under a certificate issued by the association, which is granted only to pro-

ducers of good repute and financial standing, for use on goods of Irish manufacture only. To date, however, the right to use this mark has been granted to about 500 firms. The association which controls the trade-mark does not manufacture or sell any goods, but merely devotes itself to the administration of the trade-mark and to taking legal and other measures to bring to book those detected of applying the mark to goods not made in Ireland.

The mark itself consists of an ingenious and thoroughly unique scroll design, with words in Gaelic script, which, translated, mean "Made in Ireland." When Barrett first applied for American registry on a mark that is so similar to this that the casual observer might construe it as identical, his design embodied the Gaelic inscription. The Trade-Mark Examiner at Washington rejected the mark on the grounds that the words had a geographical significance. Thereupon the application was amended by erasing the words. The Irish association then proceeded to fight the case, which was carried on appeal to the Commissioner of Patents, who sustained his subordinates in rejecting the application. Incidentally, it was pointed out that Barrett's mark might be rejected not only on the score of an infringement, but also as either descriptive or deceptive—the latter in the event that he never applied the mark to Irish-made goods.

CLOSE DECISION ON A CO-OPERATIVE TRADE-MARK

Another recent case which involved a community or co-operative mark, but with a different outcome, was that of the Lake Region Packing Association, for which the Examiner of Trade-Marks refused to grant registry of a trade-mark for oranges, lemons, grape-fruit, etc. The proffered mark was the representation of a stag leaping over a barrier, and the Trade-Mark Examiner refused on the theory that this infringed on the trade-mark of

Du Vivier & Co., whose mark for use on vegetables and fruit consists of the words "Windsor Manor" above the head or body of a stag or deer. When this case was carried up to the Commissioner of Patents, the Trade-Mark Examiner was reversed and the trade-mark admitted, it being declared that the prior existence of a portion of an illustration of a registered trade-mark which is disclaimed as non-essential to the mark should not defeat the right of another to register one or more features shown in the disclaimed matter. This whole case hinged on what constitutes the essential features of a trade-mark, and the moral probably is that every manufacturer should have, from the outset, a clear idea as to which feature of his trade-mark he believes is of paramount importance as indicating the origin of the merchandise to which the mark is applied.

A rather interesting case was that of this year, wherein a firm—Alart & McGuire Company—was given official sanction for the transfer of a trade-mark as applied to only a portion of its line. The firm sought to transfer the right to use its trade-mark as applied to pickles, catsup, olive oil, etc., but to retain the use of the mark for extracts, baking powder, cigars, etc., etc. The chief of the Assignment Division of the Patent Office at first refused to record the assignment of the trade-mark, on the ground that it did not transfer the "entire business." Higher authority, however, declared in favor of recording the assignment, because it was held that the assignors were not attempting to retain to themselves a business which was not segregable from that transferred. Incidentally, it is intimated that the firm would have precluded the possibility of their transfer being called in question if they had shown the foresight to register their common trade-mark for each individual line—that is, for cigars, for canned goods, etc.

Another angle of the widespread effort to gain prestige by the use of a "blue ribbon" in one

form or another has lately been disclosed by the success of the Reynolds & Reynolds Company in gaining registry, after a struggle, for their trade-mark, consisting of the representation of a badge made of a straight piece of blue ribbon, fringed at the bottom and bearing near the bottom a red seal. Counsel for the Reynolds company insisted that its mark is a badge, but the opinion at the outset at the Trade-Mark Division was that the goods bearing the mark might very well be known as the "blue-ribbon brand" and that this would lead to confusion with products bearing other similar marks, notably the output of the J. C. Blair Company. The latter firm has three ribbon trade-marks, and one of the three embodies the words "blue ribbon." When the case came for final disposition to the First Assistant Commissioner of Patents, he ruled in favor of admitting the Reynolds mark, holding that the blue ribbon factor should not weigh, in view of the absence of any similarity in the designs of the respective trademarks.

WHY "BONA FIDE" WAS REJECTED

The Eisenstaedt Manufacturing Company has been refused registration for the words "bona fide" as a trade-mark for music boxes, watches, etc., on the ground that the words indicate to the average purchaser that the goods upon which they are placed are genuine and the mark is therefore descriptive. "Pinozyne" has been refused registration as a trademark because of its similarity to "Peptenzyne," already registered, although in this case no actual confusion could be shown between the goods of the two parties.

One of the significant cases in which the United States Commissioner of Patents, in February of this year, reversed the decision of his Trade-Mark Examiner was that in which the United Roofing & Manufacturing Company sought to register "Lakeside" as a trade-mark for floor and wall coverings. The exam-

Financial Advertising

One of the largest financial advertisers* in the country states that, whereas it is his custom in the average publication to charge 65% to publicity and 35% against direct returns, he finds that

MUNSEY'S MAGAZINE

generally produces 60% in direct returns.

Another extensive financial advertiser,* after three years' uninterrupted use of THE MUNSEY, declares it to be one of the most productive magazines on his list, and to back it up, has offered a three-year renewal of his contract.

Due to the rigid censorship of his advertising pages, its cautionary advice on financial matters, and its exposure of unworthy investment projects, MUNSEY'S MAGAZINE has probably saved the American investing public more money than any other publication in the field. One reader alone entrusted the investment of \$100,000 to the advice of the financial editor of THE MUNSEY.

**The Frank A. Munsey Company
175 Fifth Avenue
New York**

*Names furnished on request.



Do You Know What Bird Wears Snowshoes?

I know a man who reads *St. Nicholas* every month before his children can get a chance to "look it over." Why? Because this real magazine is full of good stories and pictures, good humor, valuable knowledge—in fact, most everything which makes this magazine an institution in the homes where it is loved.

If you didn't read the February issue to find out about getting stung by a bee, go over it now and find out about the bird mentioned above.

I want you to read *St. Nicholas*. Then you will better appreciate what I am talking about, when I say "advertise in *St. Nicholas*."

DON. M. PARKER,
Advertising Manager
Union Square New York

iner rejected the mark as geographical, because there are in the United States sixteen or seventeen post-offices called "Lake-side." The Commissioner, however, took into consideration that none of these are well-known places, and came to the conclusion that a majority of observers would regard the word in a trademark as fanciful rather than geographical.

Within the past few weeks the United States Supreme Court has decided a trade-mark case which came to the nation's highest tribunal on appeal from the Supreme Court of the Philippine Islands. In this case a trademark used on gin made in the Philippines closely imitates a much earlier and widely known trade-mark owned by a firm in Antwerp, and the decision of the Court was that one whose registered trade-mark is manifestly an imitation of an earlier but unregistered trade-mark cannot restrain a third party from using it.

The Commissioner of Patents has just been sustained by the Court of Appeals in his refusal to register for the Western Electric Company the word "Inter-phone" as a trade-mark for telephone switching apparatus. The mark was refused because it was held to be descriptive of the character of the goods upon which it is used, and the Court found, from an analysis of the mark, that it was selected because it so aptly indicates to the public the use to which the goods bearing it are to be put.

Denial has been made of the application of the Keystone Paint & Filler Company for registration of "Black Filler" as a trade-mark, the officials of the Patent Office holding that this interferes with the mark of similar character in use by the National Lead & Oil Company. Commissioner of Patents Moore has supported the Examiner of Trade-Marks in his refusal to register a trade-mark proffered by the Gamewell Fire-Alarm Telegraph Company. The gist of the decision in this case is that a mere ornamental structural feature of a door of a box

for police telegraph apparatus is not registrable as a trade-mark for such boxes. The commissioner made it clear, however, that, generally speaking, a trade-mark will not be refused registration merely because it is applied to the goods by being made integral therewith in the process of manufacture. The Commissioner of Patents has also protected the Underwood Typewriter Company in its use of a monogram made up of the letters "U" and "I" by vetoing the application of the Universal Stenotype Company, which desired to register as a trade-mark for typewriting machines a monogram made up of the letters "T," "U," "S," and the abbreviation "Co." The commissioner held that the addition of the letter "S" and the abbreviation "Co." did not sufficiently distinguish the later mark from the original in that same field.

HOW A SALES FORCE WAS TRAINED

1 KINKORA AVENUE,
MONTREAL, Mar. 8, 1913.

Editor of PRINTERS' INK:

I hope you will accept my apology for delay in sending you my subscription. I shall make a point of being more prompt when it again becomes due; and that you may take as an assurance that I shall continue a subscriber for 1914. PRINTERS' INK is essential to me because of the facts and information it contains. But I find it also a stimulator. Often the perusal of a copy of the "Little Schoolmaster" has thrown my business imagination into the high gear and carried me over steep places. It has, moreover, cut a very considerable figure in the creating of an excellent newspaper advertising sales force.

J. SULLIVAN.

ST. PAUL'S "HOME PRODUCTS DINNER"

St. Paul Town Criers have decided to give their annual "home products dinner" on May 1. A. W. Bailey is chairman of the programme committee and A. H. Mullen is head of the service committee.

The business of the Berton Elliot Publicity Service, of Cleveland, was recently incorporated under the title the Elliott & Ball Company, with Berton Elliot as president and T. H. Ball, who has been associated with the business almost from the start, as secretary-treasurer.



A Towering Comparison

The man who doubts the supremacy in the Memphis field of the

Memphis Commercial Appeal

only betrays his "newness" in Adland.

But even few veterans realize how over-towering is this supremacy of the MEMPHIS COMMERCIAL APPEAL.

Here is a plumb line that will measure it:

"The paid circulation of the COMMERCIAL APPEAL is represented by cash receipts, almost, if not equal to the combined cash receipts of the advertising and circulation of any other Memphis paper.

"The amount paid by the MEMPHIS COMMERCIAL APPEAL for news, white paper and for delivery to destination is greater than the whole expense of any other Memphis paper for white paper, pay roll, telegraph tolls and all other current expenses.

"The paid daily circulation of the COMMERCIAL APPEAL is twice that of any other Memphis paper. The paid city circulation, Sunday, of the COMMERCIAL APPEAL is greater than the total paid city and country circulation of any other daily in Memphis."

This statement of facts was published in the MEMPHIS COMMERCIAL APPEAL on September 6, 1912. It has never been challenged.

The WEEKLY COMMERCIAL APPEAL has a circulation of 98,406 among the prosperous farmers of the Mississippi valley, where it is the leading agricultural medium.

THE MEMPHIS COMMERCIAL APPEAL

THE JOHN BUDD COMPANY

Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

At your service, any time, anywhere.

In the Prosperous South Use Newspapers

The South is in better shape financially today than ever before. Statistics in every line prove this. Now is the time to advertise in the South.

These Southern papers are strong editorially and they lead their readers and influence them as nothing else can.

Rich harvests are being reaped by some of the leading advertisers who had the judgment to use Southern Newspapers.

The combined circulation of these papers is nearly a million and a half.

New manufacturing interests are starting every day. Low priced electric power is a chief cause of new factories in the South. The mineral wealth of the South is being developed almost everything. Millions of dollars will be added to the South's income

The combined Southern circulation of the ten biggest National Magazines is less than 10% of their total National circulations. Figure this out.

The quickest way, the least expensive way to concentrate your advertising in the South is

Birmingham
Mobile
Mobile
Bettie

Winston-Salem
Spartanburg

chief cause of new factories in the South. The mineral wealth of the South is being developed almost everything. Millions of dollars will be added to the South's income this year.

Here are some real reasons why it will pay you to use the papers listed here.

These papers of the South are close to their readers. They have practically no waste circulation, scarcely any street sales. Their subscription rates are high—some \$8, \$10 and \$12 a year, and their subscribers pay this price because they want the paper daily.

The quickest way, the least expensive way to concentrate your advertising in the South is to use the Winston-Salem *Sentinel*.

BIRMINGHAM *Advertiser*
Mobile *Item*
Mobile *News*
Mobile *Register*
Montgomery *Journal*

SOUTH CAROLINA

Anderson *Mail*
Columbia *State*
Charleston *News and Courier*
Charleston *Pest*
Greenville *News*
Spartanburg *Herald*

ARKANSAS

Little Rock *Democrat*

FLORIDA

Jacksonville *Metropolis*
Jacksonville *Times Union*

GEORGIA

Albany *Herald*
Atlanta *Constitution*
Atlanta *Georgian*
Atlanta *Journal*
Augusta *Chronicle*
Augusta *Herald*
Columbus *Ledger*
Macon *Telegraph*
Savannah *News*

PRINTERS' INK

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TENNESSEE

Chattanooga *News*
Chattanooga *Times*
Knoxville *Sentinel and Tribune*
Memphis *Commercial Appeal*
Nashville *Banner*
Nashville *Democrat*
Nashville *Tennessean*

TEXAS

Dallas-Galveston *News*
Houston *Chronicle*

LOUISIANA

New Orleans *Item*
New Orleans *States*
New Orleans *Times Democrat*

NORTH CAROLINA

Asheville *Citizen*
Charlotte *News*
Winston-Salem *Sentinel*

VIRGINIA

Bristol, Va., *Herald Courier*
Lynchburg *News*
Richmond *Journal*
Richmond *News Leader*
Richmond *Times Dispatch*

Members of

THE SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

COLEMAN ON MORE FORCEFUL ADVERTISING

THE NEW DAY IN ADVERTISING WILL HAVE NO PLACE FOR THE FAKIR AND THE WASTER—AD CLUBS SHOW GREATER SERIOUSNESS OF SPIRIT

In an address before the Buffalo Ad Club, March 8, George W. Coleman, president of the Associated Advertising Clubs of America, said that in his estimation there are but two things needed to make advertising a greater force in business than it is to-day.

The first thing is the universal adoption of the PRINTERS' INK statute against fraudulent advertising, which he considers an absolutely argument-proof document. The second thing Mr. Coleman advocates is the reduction of advertising extravagance and waste through the application of scientific principles. "After we have abolished the fakir and the waster," says Mr. Coleman, "we will have removed from publicity's path its two greatest enemies."

Mr. Coleman said that advertising will have a wider application in the future to great moral and industrial reforms. Discussions of these ideas will be incorporated into the programme for the Baltimore Convention. He suggested that to get the real truth on each side of labor disputes, the Unions on one side and Capital on the other, use liberal, paid-for space in which to tell their complete and unbiased stories, so that the public will have a comprehensive idea of the truth in each dispute.

Mr. Coleman urges advertising men America over to devote their energies to the missionary work needed to abolish fraud and waste. He advises advertising men to make intelligent and well-planned studies of the advertising situation. Mr. Coleman agreed with PRINTERS' INK that Paul T. Cherington's book on advertising is the best that has been issued. He suggested a thorough reading of this book by every advertising man.

Mr. Coleman says that the concern with which he is connected did a satisfactory business for seventeen years without a line of advertising. Within the last four years they have entered upon a well-advised advertising campaign. The purpose of this campaign is not so much to get business as it is to insure the business they already have. He considers this feature of advertising just as important as the direct selling of goods.

The President of the Associated Ad Clubs urged the Buffalo Club and the Cleveland, Detroit and Rochester Clubs, which form the Four-Club Affiliation, to come into the Associated. Mr. Coleman said that he could not see where they would lose anything and it is his firm conviction that these clubs would gain much. This invitation formed his closing words to the Buffalo Ad Club and he delivered them with a sincerity which must have made its impression.

Mr. Coleman, on Sunday night, addressed the congregation of the Calvary Presbyterian Church, which is known as "The Advertising Church." An article which recently appeared in PRINTERS' INK concerning the work of this church and its pastor, John W. Ross, has brought Mr. Ross communications from all over the country as to the conduct of advertising campaigns for churches.

Mr. Coleman says that as he goes about among the clubs he is impressed with the fact that there is a New Day in advertising. He says that the clubs have taken a serious tone; that the day of frivolity in ad clubs is over. He adds that you are no longer asked by the chairman, "Shall I introduce you now, or shall I let them enjoy themselves a little longer?"

"RAISIN DAY" WILL COME AGAIN

The California Raisin Day Committee at Fresno has selected April 30 as "Raisin Day" for 1913. It is said that \$10,000 has been raised to promote the sale of raisins this spring. The promotion work will be concentrated upon retailers.

FACTS THAT ADVERTISE AND HOW TO GET THEM

WHAT SOME LEADING MANUFACTURERS ARE DOING TO LEARN THE LAST WORD ABOUT THEIR PRODUCTS—EFFICIENCY INQUIRIES UNDERTAKEN TO TURN UP ALL THE GOOD AND BAD POINTS OF THEIR OWN AND COMPETITORS' ARTICLES—OTHER ADVERTISERS AND AGENTS BEGINNING TO SEE THE LIGHT

By Charles H. Willard.

A big national advertiser, the biggest house of its kind in the world, has a scientific laboratory of its own to keep it in touch with all the technical developments in its line. Its advertising department is well equipped. The advertising agency it employs for counsel and service is high grade in every way. The executive himself, too, is a man of ideas and energy. Yet, with all these resources, he nevertheless thought it very well worth while to go outside and have his proposition analyzed by *independent research specialists*.

Why? There appeared to be at least two advantages in doing this. The independent laboratory, for instance, was interested only in getting the facts, the real facts and nothing but the facts. It was not prejudiced in favor of some other considerations that might influence the private laboratory, the advertising department, the agency, and even the executive himself. It had no particular course to justify, no axe to grind, no favor to curry, no power to fear. It was expected to find weaknesses as well as strong points. It was relied upon to be dispassionate and impartial.

And, aga'in, these same facts would furnish the advertising department and the agency with an escape from the dull, commonplace expanse to fresh fields and illuminating view-points.

The outlay was justified. The research proved to be all it was expected to be. The first fruits went into a booklet which proved to be one of the best that the

advertiser had ever put out. Other benefits are admitted.

There is another advertiser, also the largest house in its line, that is going outside to get a clear insight into its own proposition, and an unbiased opinion in regard to it. It, too, has its own laboratory, its own advertising department and a first-class agency. It has in these factors, apparently, all the resources necessary to develop its business without outside help.

That, however, is not its attitude. It is looking for *ideas*. If anyone else can go deeper into the business than it can itself, or show new possibilities for it, it will not feel peevish about it. It is in business to succeed, and thinks that an outsider often sees more of the game than do the players.

So it has consulted a research laboratory, just as it consults an advertising agency or has a special piece of work done on the outside, or gets ideas of its printers on some unusual booklet job. And the investigators have gone down into the heart of the proposition from a scientific point of view—a *purely* scientific point of view—and furnished it with an analysis and ideas which it has been able to utilize in its literature and advertising. Its vision has in consequence been widened and its insight deepened.

MODERN BUSINESS NEEDS A MIRROR

This is the need of business. Its tendency is to be sufficient unto itself. Too often the house looks after its own interests, and everybody in the house looks after his own job; the house doesn't try very hard to understand the dealer or the consumer, although it may have a large vocabulary built around these things.

And as, of course, nothing stands alone or can be explained except in terms of something else, this kind of a house doesn't even *understand its own proposition*.

In the long run it is doomed, unless it changes its policy.

"The African ostrich that hides

Service to the Publisher

THERE was a time in the advertising profession when it was considered good ethics to "get all you can out of the publisher"—to hold him up on technicalities—to shave a line here and two lines there.

Happily, those days are passing. The relation of publisher, advertiser, and agency is now recognized as a tripartite one on which a three cornered "square" deal is the basis.

The following are extracts from letters we have received at various times from publishers. We feel that if the publisher is satisfied and pleased with the way we do business, that interest and good will is passed along to the advertiser.

"We beg to acknowledge receipt of your favor of the 15th inst., to assure you we appreciate the unusual occurrence of being allowed more than we had charged for an ad. We also thank you for calling our attention to the mistake we made and will try to not have it occur again."

H. E. Lesan Advertising

e means service to the Advertiser

"It is very seldom we have the pleasure of having an advertising agency offer us credit for more space than we billed for, they finding that the advertisement occupied more space than our charge."

"I believe you have one of the best systems of any company with which we have contracts, and it has been a real pleasure to us to have had your business."

"Your action is one of the rare occurrences in business and a reversal of the general rule that, where the paper makes a blunder in favor of the advertiser, no mention is ever made of it."

"It is very kind of you allowing us credit for these errors which we think no other agency would have done."

"Acknowledging your letter of September 7th in regard to two lines over-charge August 26th, we accept deduction and further express our appreciation for the careful and fair way in which you check your advertising."

"Your letter dated September 6th in regard to advertising in our issue of August 6th received. Same should have been charged at 91 lines instead of 84. Thanking you for calling our attention to this error."

"Your favor of the 14th regarding our bill for the , 180 lines, August 24th. It happens that this is one copy of the that we are not in possession of at the present time, having loaned it.

"If however, you state the actual space occupied was 170 lines, kindly remit for that amount of space."

"It was a pleasure to read a letter such as was your communication and it would be well if the various other agencies would adopt your method, but during our experience, yours is the only one.

"Will preserve your letter so that at some future date we will be able to again peruse it."

"We have had so much fault finding, kicking and holding back payment of bills after being earned that it is refreshing to do business with a firm that does it in your way."

**440 Fourth Avenue, NEW YORK
Old Colony Building, CHICAGO**

its head in the sand hasn't got much in the way of myopia on a lot of our national advertisers," said a national advertising manager. "Their motives may be different, but the net results are a good deal alike; the ostrich loses his feathers and the advertiser loses his hide."

But scores of houses are struggling to get away from this narrowness. They are not quite ready to follow the pioneers. They cannot read the handwriting on the wall, but they know that it is there and that it is a warning, and they are straining their eyes at it. It is the advertising manager or the advertising agent and not the directors or the management that is doing the straining. Either of these two is more likely to feel the need of fresh and fundamental ideas than is the management, which must be more or less exclusively concerned more with things as they are.

TESTS FOR TYPEWRITING MACHINES

Two or three months ago the advertising manager of a concern making a special kind of typewriter wrote as follows to a research bureau, which had sent him a circular letter:

"It has been the subject for discussion as to the advisability of having some definite scientific tests made of the operation of a single and double shift keyboard as to fatigue, speed and tendency to inaccuracy as between the two. It will probably call for some scientific tests between the different types of our own machines and others."

In reply to the request for more information, the research people submitted the statement of "a well-known physician who has made psychology a specialty, who wrote, in part, as follows:

"In testing fatigue of the type-writing machine, my plan has been to apply a series of the well-established physical tests that have been in use in the laboratories. They are very accurate and very reliable, but require considerable skill and careful control. They also require a great deal of time and labor, but the results are ab-

solutely decisive. The speed and accuracy tests are modeled partly after the fatigue tests and partly after those used in the usual typewriter tests.

"There is presumably a very great future for the revised methods of recording such as I have outlined in the section on fatigue. They can be applied to all machines where the fingers, arms or legs are used, such as typewriters, adding and tabulating machines, lathes, looms, buttonhole machines, etc., and also on all forms of machines of similar kind, such as those used by factory hands, etc. Such work would be an extension and refinement of the work done on the economy of movement and general efficiency that has recently attracted so much attention."

The doctor then submitted detailed proposals for facts as to accuracy and reaction time, and for ergograph records.

When the typewriter company's advertising manager went over the proposals, he wrote:

"This matter, of course, opens up a very new field of investigation and I do not know that some of our people here will be entirely sympathetic, but I am discussing the matter with them now."

The research laboratory, in replying, brought up a very suggestive point:

"If it could be assured before beginning that the results of the examinations outlined would show an advantage in the Blank type-writing machine over competitors' machines, I presume that your people would be more sympathetic. Of course, this is impossible to do and yet if, on the other hand, the results are more favorable to competitors' machines, your company would naturally want to know why, so they could improve your machine to put it on an equal basis with that of the competitor."

And this is the way the matter stands at present.

A large house in the toilet goods line is considering this outline of a bacteriological and chemical investigation:

"First of all, the advertising man should have a résumé of the different types of skins, their structure and physiological activities; the abnormalities and deficiencies of the different types of skin, together with a résumé of how such a diagnosis might be readily made and the treatment which would be most successful—all this in order to make the public think and watch for further information.

"The physician gains the confidence of the patient by what he may say or do to show that he is possessed of knowledge of the case and how it should be treated. If the advertising man has gained the confidence of his readers, the next step is to give the readers proper advice as to how cases should be treated.

"In order to give the readers this advice, an elaborate series of tests of different types of skin will be necessary.

"In the case of the cold cream, a partial list of what should be determined is as follows:

"The power of the skin to absorb cold cream.

"The power of the skin to excrete through a cold cream-treated skin.

"The power of cold cream to cleanse and remove dirt from the pores.

"The power of cold cream to remove bacteria from the pores of the skin.

"The power of cold cream as a preventive against the temperature penetrating the pores of the skin.

"The power of cold cream to neutralize the acid or other secretions—that is, absorb them or neutralize them."

And a similar inquiry was suggested as to talc powder.

A RATIONALE OF TREATMENTS

"As a result of this work," said the laboratory experts, "the advertising man would have in hand a rationale of treatments most likely to be effective in different types of skin under different conditions of temperature, humidity and other weather conditions.

"The discussion of questions

relating to the value of bathing, soaps and massage and other subjects which may suggest themselves would also be of value to the writer of advertisements * * *."

Other details are discussed at length and many suggestions given for possible advertising use, as well as criticisms offered of present advertising claims, in the light of scientific knowledge.

It is impossible not to believe that the time will come, and probably soon, when all products offered for sale will have to be subjected to a similarly severe scientific scrutiny. The law may demand it, or it may come of itself, through the competition of manufacturers to win the confidence of the public, but come it must, because it is in line with the growing popular demand for facts.

Last fall a new fruit-juice drink was given a brand name and put on the market. Sample bottles were sent to the laboratory experts by the advertising agents, with a request for information as to "how much it would cost to dig in and analyze the product and prepare a reasonably complete report as to the reasons why it should be considered as against competitive soft drinks." This information was to be used as the basis of the agent's report to his principal.

The following suggestions were made by the experts:

"That a thorough examination of the scientific literature covering the subject of the fruit juice be made.

"That a general examination of the drink for its purity and general characteristics be made.

"A chemical examination of the drink for character of the acids and general acidity of the juice and comparison of the results with other fruit syrups.

"Examination of the drink for the presence and degree of activity of the characteristic enzymes.

"The last is probably the most important of all, inasmuch as the presence of the digestive enzymes of the specific fruit juice



"No matter what the price of that sign is, it ought to be more."

This enigmatic remark came from a gentleman standing at a window in the Aldine Club, facing across Madison Square toward the massive new HARTFORD-SAXONY RUGS sign.

He elucidated by declaring that the value of absolute domination in advertising is incalculable.

One person out of every eight of the entire resident and transient population of New York sees this sign every day.

Its daily circulation is equal to that of the combined circulation of the two leading morning newspapers, and the monthly circulation of a standard magazine.

Its total cost would hardly be sufficient to buy two inches of space in each newspaper or a single inside page in one magazine.

The O.J. Guide Co., N.Y.

is the most valuable feature by which it is distinguished from any ordinary fruit juice.

"The presence of these enzymes which aid digestion should provide the best material for advertising copy, since these enzymes have real value and much can be said for the use of a preparation containing them. * * *

"If our investigation should demonstrate the fact that the activity of the enzymes has been impaired, it may be necessary to extend the examination for the purpose of devising methods by which the preparation can be manufactured and treated so as to preserve it in a fresh condition without affecting the strength of the enzymes."

Nothing stronger can be added to this presentation of the reasons for "digging." The agent's principal has not yet been heard from.

A short time ago another advertising agency asked for facts concerning a rubber compound used as a base for a certain kind of hose pipe. The specialists replied, in part:

"While a chemical examination of a rubber compound will give you considerable information in regard to the character of the rubber, it is essential that such an examination be supplemented by physical tests designed to establish the quality of the compound for the purpose to which it is applied in practice. A problem of this kind, having for its object the elaboration of the quality of rubber, should have as a basis the fundamental questions of efficiency and economy.

"It is obvious that the use of the best raw materials as regards the rubber or the mineral matter is not always necessary or desirable from an economical standpoint. * * *

WOULD COMPARE COMPETITIVE HOSE

"Our idea would be to compare a number of hose pipes which are marketed and which have a reputation for service, and compare your hose with these. The results could then be considered with reference to retail

cost. In this way the advantages of your hose should be shown, more or less, in dollars and cents. The wearing qualities, and not so much the composition, are essential, but we might mention that the composition would be of great importance if the physical tests were poor. In this way it may be possible to establish the cause of failure.

"We would suggest an investigation as mentioned above of a number of samples of hose to be bought in the open market and to be subjected to certain chemical, physico-chemical and mechanical tests.

"Our idea would be to gradually develop a complete campaign of facts showing the how and the why of the hose make-up. All of these tests could be shown graphically or otherwise, so as to make them intelligible to the general public."

The hose manufacturer may do something with this.

One advertising agency wrote: "We have a client who intends to bring a new antiseptic and germicidal fluid before the public, and it occurs to us that it might be well to have its action on bacteria thoroughly investigated before it appears."

To this the specialists replied stating that they believed that not only would the agency find it desirable to know the strength of the antiseptic and germicidal fluid, but they would find it absolutely necessary to know it, because in some states it is required to have the strength marked on the label.

It will be noted that the specialists are quite as quick to condemn as they are to praise. This may not nourish the vanity of the advertiser with a pet project to promote, but it is a very valuable service to be able to command.

The cases cited are only a few of the many that have come to one's attention. Not many thus far have embraced the opportunity to get an unvarnished expert opinion about the scientific or utilitarian side of their propositions, but there is a little uncertainty, a little fluttering on the

line, that seems to bode a future stampede toward the facts, the real, deep-down facts, of the situation.

The leaders in business have overcome their reluctance to give up their cherished business secrets to their advertising agents, and they have found that they can get something in return. They are getting ready to take another step forward and call in the chemical and psychological scientist.

A. E. DUNN, OF METHODIST CONCERN, DEAD

A. E. Dunn, well known in the advertising world as advertising manager of all publications issued by the Methodist Book Concern, New York, died recently at his fruit farm in Southern California. Mr. Dunn, who was about 60 years of age, was forced by illness to give up his advertising connection in 1909 and went west in an effort to regain his health. Until that time he made his home in Evanston, Ill.

At one time Mr. Dunn was connected with Lord & Thomas. From there he went into newspaper work, later entering the employ of the Methodist Book Concern. In 1903 the advertising departments of the Western and Eastern houses were united and Mr. Dunn was placed in charge of the advertising of their extensive publishing activities.

TOOK ADVANTAGE OF "TEASER" SERIES

A "teaser" series began on the St. Louis billboards some time since. Posters asked in big type, "Why not now?" "Father says, Why not now?"

Before the Washburn-Crosby Company had time to conclude the series with the final "teaser," the Hippodrome, a ten-cent local theatre, took advantage of the aroused curiosity and posted bills all over the city reading, "Why not now—visit the Hippodrome?"

NEW ADVERTISING MANAGER FOR ANDERSON ELECTRIC

W. J. St. Onge has resigned as advertising manager of the Anderson Electric Car Company, Detroit, makers of Detroit electric automobiles. He is succeeded by Ward P. Haines.

JOINS NELSON CHESMAN'S

Alexander Dugas, for four years with the George Ethridge Company, has been appointed chief of the art department of Nelson Chesman & Co., New York office.

Alfred M. Bacon, who has had experience with department stores and other retail advertisers, has joined the staff of the Franklin P. Shumway agency, of Boston, as one of their editorial writers.

The only paper makers in the world who make bond paper exclusively, make



Write us on your present letterhead for the Book of Specimens, showing Old Hampshire in white and fourteen colors, printed, lithographed and engraved on letterheads, checks and other business forms, or ask your printer for it.



**HAMPSHIRE
PAPER CO.**

South Hadley Falls, Mass.

Makers of Old Hampshire Bond, "The Stationery of a Gentleman," and also Old Hampshire Bond Typewriter Paper and Manuscript Covers.

The Class Journal Company

 AUTOMOBILE
NEW YORK

PUBLISHERS
239 WEST 39TH STREET
New York

MOTOR AGE
CHICAGO

March 12th, 1913.

Mr. Advertiser,
Motortown, U. S. A.

Dear Sir:-

I want your help.

You can help me direct the \$54,000,000 expenditure of 40,000 motorists in 1913.

This money is going to be spent by these 40,000 this year. It will be spent through The Automobile and Motor Age. Half of it will be spent during the next 13 weeks -- the months of March, April and May. The direction of all of it will be determined by the sales made during this time.

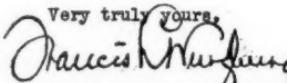
The responsibility of determining where this \$54,000,000 will be spent, who will divide the profits, is a heavy one.

I invite you to share this responsibility.

You can do it by 13 big advertisements in the next 13 issues of The Automobile and Motor Age.

Or you can refuse it, and leave to others the responsibility of deciding who will share the \$54,000,000.

Very truly yours,



Francis W. Young
MANAGER ADVERTISING DEPARTMENT

FLW/McG

54 Million Dollars

In One Year for Cars and Maintenance

The average owner buys a new car every third year. We assume, therefore, that 13,333 car owners out of the 40,000 who subscribe to *The Automobile and Motor Age* are now in the market for new cars. And the whole 40,000 car owners will contribute their share to the millions which will be spent for equipment and up-keep during the year of 1913.

These Millions are Itemized in the following Shopping List

COMPLETE CARS		Quantity	Value	ACCESSORIES (Continued)		Quantity	Value
Pleasure Cars.....	13,333	\$26,666,000.		Amount Carried Forward.....		\$46,060,000.	
Insurance.....	30,000 policies	3,000,000.		* Self Starters.....	5,000	150,000.	
LUBRICATING & FUEL				* Shock Absorbers.....	10,000 sets	500,000.	
Gasoline.....	20,000,000 gals.	4,000,000.		Bumpers.....	8,000	80,000.	
Grease.....	800,000 lbs.	120,000.		Spark Plugs.....	480,000	480,000.	
Kerosene.....	80,000 gals.	8,000.		* Speedometers.....	10,000	300,000.	
Lubricating Oil.....	2,000,000 gals.	1,000,000.		Tool Kits.....	4,000	20,000.	
Acetylene.....	100,000 recharges	200,000.		Trunks.....	5,000	75,000.	
TIRES, WHEELS & RIMS				Tire Trunks.....	5,000	50,000.	
* Demountable Rims.....	2,000 sets	100,000.		Trunk Racks.....	5,000	10,000.	
Inner Tubes.....	320,000	1,920,000.		Wearing Apparel.....	400,000 pieces	2,000,000.	
Outer Casings.....	120,000	4,800,000.		* Wind Shields.....	10,000	200,000.	
Tire Fillers.....	80,000 lbs.	40,000.		Waste.....	2,000,000 lbs.	300,000.	
Tire Protectors.....	20,000	200,000.		Portable Garages.....	2,000	600,000.	
Tire Covers.....	10,000	30,000.		PARTS			
Tire Repair Kits.....	20,000	80,000.		** Axles.....	1,000	80,000.	
** Wheels.....	400	10,000.		** Bearings.....	40,000 sets	240,000.	
CARBURATION & IGNITION				Brake Lining.....	300,000 ft.	160,000.	
* Batteries.....	960,000	240,000.		** Motors.....	400	100,000.	
Ignition Cable.....	400,000 ft.	40,000.		** Elec. Lighting Systems	10,000	500,000.	
* Carburetors.....	4,000	80,000.		** Radiators.....	1,000	35,000.	
** Cells.....	1,000	20,000.		** Springs.....	10,000	100,000.	
** Magnets.....	2,000	100,000.		** Steering Gears.....	400	16,000.	
Storage Batteries.....	10,000	160,000.		** Transmissions.....	100	17,000.	
ACCESSORIES				** Valves.....	40,000	80,000.	
Burners.....	80,000	20,000.		* Elec. Starting Systems	5,000	250,000.	
Cleaning Supplies.....	200,000 gals.	200,000.		** Timing Gears.....	10,000	30,000.	
Clocks.....	10,000	80,000.		** Transmission Gears.....	10,000	30,000.	
* Elec. Warning Signals	15,000	300,000.		* Wood & Metal Boxes.....	10,000	35,000.	
Jacks.....	10,000	20,000.		GARAGE EQUIPMENT			
* Lamps.....	1,000	15,000.		Welding App.....	2,000	400,000.	
Tungsten Bulbs.....	200,000	1,000,000.		Portable Hoists.....	2,000	200,000.	
Misc. Accessories.....	400,000	1,000,000.		Storage Tanks.....	8,000	400,000.	
Non-skid devices.....	40,000	280,000.		Tools.....	400,000	200,000.	
Pumps.....	40,000	120,000.		Turntables.....	1,000	150,000.	
Exhaust Horns.....	3,000	21,000.		Valve Grinders.....	5,000	15,000.	
Road Books.....	80,000	200,000.		Vulcanizers.....	10,000	120,000.	
				Paints & Varnishes.....	300,000 gals.	200,000.	
				Enamels.....	75,000 gals.	150,000.	
							\$54,303,000.

* While these are supplied by the car manufacturer, their selection is largely determined by the demand created on the readers of these publications.

** We have here taken into account only the replacements due to accident or wear. To these should be added the tremendous purchases made by the manufacturers themselves, who have their ear to the ground when they decide what magneto, what carburetor, what bearing, axles, lighting systems, etc., should be used on their cars.

Straight Talks to Advertisers

by
A. C. Pearson
MANAGER
 Dry Goods Economist

No. 1 of a Series

On being
 "So well known".

Once in a while you meet a firm that thinks it is so well known and so long established that it does not need advertising.

As a rule the head of such a firm is a very busy man and is so close to his own work that he misses things like the following:—

Opening the Dry Goods Economist of February 15th, you find the first advertisement signed by Pacific Mills; the next by Marshall Field & Co.; the next by John V. Farwell Co.; followed by the advertisements of The H. B. Clafin Company, A. G. Hyde & Sons, William Whitman & Company, Renfrew Mfg. Com-

pany and others equally well known.

These firms advertise in the Economist to **sell merchandise**.

As large as the above named organizations are, they believe in Economist advertising because they know and their salesmen have found, that the Economist is read in a majority of the better and medium class dry goods and departmentized stores—North — East — South and West.

Young firms are safe in accepting the judgment of such leaders as we have named.

Old firms will find in this, much food for progressive thought.

Dry Goods Economist

231 West 39th Street
 NEW YORK

In Its 67th Year

The national authority on matters concerning dry goods and department stores. Issued weekly. Average circulation past year, 12,162 copies per week.

Forms close Wednesday. Type page 9x13.

CATALOGUE COPY—GOOD AND BAD

THINGS WHICH MOST INTEREST THE WRITER ARE NOT LIKELY TO MAKE GOOD CATALOGUE COPY—TRYING TO SAVE PRINTERS' BILLS SPILLS MANY GOOD BOOKS—SOME GENERAL RULES TO FOLLOW

By James W. Egbert

Ask the average schoolboy to write an essay about a patent ratchet screwdriver and you will get a pretty clear idea of how the thing works and what it will do. Ask the manufacturer of the device to send you "further particulars" and you are likely to get complete descriptions of a bunch of gold medals and diplomas, a biographical sketch, with portrait, of the founder of the business, and full particulars of the chrome nickel steel which is made to special order in Germany or Pennsylvania. You will be assured and reassured that no other screwdriver has the points of advantage possessed by this one, but if you leave the subject with a clear notion of what those points actually are, you are in luck.

That may sound like a pretty severe arraignment of the catalogue writer, and it is. An examination of more than three hundred catalogues leads irresistibly to the conclusion that the average catalogue—speaking from the standpoint of copy alone—is either a deadly dull price-list in magnified form, or a bunch of self-glorification. The reason is not far to seek, for the catalogue writer, as a rule, is obsessed with the notion that he is trying to persuade somebody to something against his will, and with a desire to fatten his own batting average. If he could divest himself of the idea that he is trying to *sell* something—with its accompanying search for "talking points," etc.—and set about a clear and straightforward description of the goods in their relationship to the reader, he would accomplish something worth while.

Catalogue writing is one of those extremely simple things

which are so simple that a lifetime doesn't suffice to learn to do them perfectly. Two things only are necessary—to know what should be said, and to say it. The former is a matter of studying the goods and the field, while the latter is merely putting it down without chasing up any blind alleys or getting oneself tangled up in literary "style."

A catalogue very seldom stands in isolated grandeur; it is usually part of a sales structure. Frequently it occupies a similar position in the scheme as the keystone in an arch. Now, keystones are of different sizes and different shapes, and they are made out of a variety of materials, but there is one noticeable quality which they have in common. They begin where the other stones in the arch leave off, and they end where still other stones begin. They don't hang in the air without visible support.

CATALOGUE AS PART OF CAMPAIGN

So it is only reasonable to lay down the general principle that a catalogue should begin where the other parts of the campaign have left off. It should reach the customer's mind at the point where that mind has actually arrived with respect to the goods, and not expect the customer to jump back to Christopher Columbus or to admire the brilliant style of the writer before going ahead with the subject.

The following examples will illustrate what is meant. They are taken verbatim from the opening paragraphs of two catalogues. Number one reads:

Though the love of adventure and romanticism may have sharpened the vision of Columbus and later brought prophetic dreams to Marquette, Joliet and La Salle, was ever man visited with the power to foresee the wonders to come with the civilization which these intrepid explorers introduced! Mark their coming and their going; give them place among immortal heroes, then review time, and history at once becomes a drama.

Number two follows:

You are no doubt a busy man. Every up-to-date farmer is.

This is a busy age.

I have something here to tell you in this booklet that is worth your while.

It will pay you to read every word of it, and study every picture.

The information in the following pages is put up in busy man style.

One day when I was out at my farm at the edge of Waterloo, one of my hired men was taking a load of manure out to an alfalfa field near a new group of barns I was building. He went straight down through the middle of the alfalfa from one end of the field to the other.

The second of these selections hits the farmer right exactly where he is, and the first one doesn't come within a hundred miles of where anybody is. History is all right, and frequently makes a good sales argument. But it doesn't belong up in front, unless the customer is already interested in history. The same is true of medals and diplomas, biography, factory bird's-eye views, etc. Most factory views are swindles, anyway, and a bushel of medals can be bought at the market price. The consumer has seen too many pictures of the Masonic Temple Building at Chicago labeled "Home of the International Flypaper Company" to be deeply impressed by wash drawings of buildings, and the broadcast distribution of diplomas, signed and sealed by some "expert" with desk room and a supply of mimeographed sheets purporting to "teach" anything from silvering mirrors to furnishing advertisers with ideas, has gradually diminished the public worship of engrossed parchment.

Stated briefly and succinctly, the trouble with catalogue copy is the same old trouble with most kinds of copy—the writer puts down what *he* is interested in instead of what the reader wants to know. The motor accessory man who has a demountable rim for sale tells me what kind of steel he uses, how he constructs it to keep water out of the casings, how convenient it is to remove the sixteen nuts with a left-handed monkey wrench, and how much more difficult it is with a competing rim which requires the bead of the tire to be pried loose with a crowbar. Not a single, solitary word does he utter which will tell me what a demountable rim is, what it is for, or why I want a set of them on my car. He isn't inter-

ested in those things. They are such old, old stories to him that he thinks they must be matters of universal knowledge—which they aren't, by a long ways.

WASTEFUL "ECONOMY"

A contributory reason for the lack of real information in a catalogue is plain, everyday penury. The boss wants to make the same catalogue do for jobbers, dealers, large buyers and small buyers. The demountable rim man, for example, wants the same book to convince an individual car owner that he ought to lay up his car for ten days while Blank rims are being applied, and also to convince the car manufacturer that he should include Blank rims as "regular equipment" on next year's output of ten thousand cars. Furthermore, he wants the book to persuade garage men that they can make money equipping cars with Blank rims, and to tell supply dealers that they should stock up on rims to sell to the garages.

All that is required of one little book. So when the copy comes to be written, the part that would interest the car owner has to be cut short because it won't appeal to the garage man, and the facts which the supply dealer wants to know must be sacrificed because the car manufacturer "is a busy man and can't be expected to read all that." Briefly, the book, in trying to reach everybody, reaches nobody with any real effectiveness, and the "saving" of printers' bills is offset a good many times over by the lack of sales value in the book.

VALUE OF SPECIAL COPY FOR SPECIAL PROSPECTS

So important is this matter of fitting the copy to the understanding of the man who is to read it that some concerns find it advisable to issue entirely separate books for several different kinds of customers. The Burroughs Adding Machine Company, Detroit, Mich., for example, has a long list of books which describe the uses of the adding machine in different lines of business; a book for retailers, one for whole-



We Give You One-Half the Farm Owners of Kansas

And there isn't another farm paper that can touch this record.

We are the oldest agricultural paper in Kansas, we know the resources and the needs of the state the best, and so can help the farmer most.

We have the strongest editorial staff. This is proved by the fact that where other farm papers have shown a loss of Kansas farm circulation, KANSAS FARMER steadily gains in Kansas farm circulation.

There are many good small town and farm papers circulating in Kansas. But the only farm paper which concentrates on the bulk of the Kansas farm-owning farm homes; the only paper which puts itself into the prosperous farm homes, through its sheer editorial merit; the paper which most nearly dominates the advertising and buying situation in the Kansas farm field, is

Kansas Farmer

**Guaranteed Circulation Over 60,000 Weekly
Flat Rate 30c Per Agate Line**

We celebrated our Fiftieth Birthday on the 4th of January, and many advertisers helped in the celebration. You can have a sample copy, on request. This is the year to come to Kansas, and by all rights KANSAS FARMER should head your Kansas list.

Don't lose time. Talk it over with your advertising man now, and order space to-day.

Kansas Farmer

Topeka, Kansas

GEORGE W. HERBERT, Inc. **WALLACE C. RICHARDSON, Inc.**
600 First National Bank Bldg. 41 Park Row
Chicago, Ill. New York City



Every Number Is a "Special Issue"

with feature articles for
subscribers and

Large Circulation

for advertisers. This is the fact with Up-to-Date Farming. The rate is based on a circulation of 150,000 copies, but no issue is now less than

200,000 Copies

This means an advertising bargain **every issue** at 75c a line.

Read by the most progressive, prosperous farmers in every section.

Our best advertisement is a copy of the paper itself. Send for samples.

UP-TO-DATE FARMING

1st and 15th of Each Month
INDIANAPOLIS

New York	Chicago
Hopkins Special Agcy.	T. W. Farrell, Mgr.
150 Nassau St.	1206 Boyce Bldg.

B.P. You ought to get acquainted with this paper.

salers, one for banks, for railroads, for printers, etc. There is even one book for small banks and another for large banks. Yet the adding machine, generally speaking, does exactly the same service for all, in that it writes and adds the figures fed to it, quickly and without mistake.

There are some operations with figures which are common to all lines of business. All concerns of any standing at all take trial balances, for example, make out bank deposit tickets and post from original entries to a ledger. Most concerns make out monthly statements, or bills, and have incoming remittances or cash to handle. Those operations can be made the subject of general books, which can be sent to anybody. But there is no use sending a retailer a description of a numerical system of keeping track of transit items in a bank, or of asking a coal mine operator to read all about a department-store system of tallying each clerk's daily sales.

DANGER OF APPEALING TO TOO MANY CLASSES

Following the style of the great majority of catalogues, the adding machine people would try to write a catalogue which would straddle all over the field and wouldn't dare mention any specific thing, for fear of losing somebody's interest. It would contain much guff about the great time-saving possibilities of the adding machine, and fish for inquiries which could be followed up by a salesman. The printers' bills would be kept down, and so would the sales—very materially.

The second example of catalogue copy printed above is from a book on manure spreaders, issued by William Galloway, Waterloo, Ia. (The first specimen I shall refrain from identifying, for you never could guess what it is supposed to advertise, anyway.) The Galloway book is a splendid example of how nearly impossible it is to tell *too much*, if the information given is germane to the subject of the book and is within the direct interest of the reader. That book goes at great

length into the subject of soil fertilization, tells about the writer's new barns and his granary, etc., etc. It has been extraordinarily successful.

Don't object now, and say that that book was written to farmers and that farmers, in childlike simplicity, will read any old thing, and all the rest of the time-honored bunk. The Burroughs Adding Machine Company has sent out more than 100,000 copies of a 180-page book of solid reading matter. Those books went to a class of probably the "busiest" men in existence, and they have been more widely read and have made more sales than anything else the company ever issued.

In conclusion, if the question of catalogue copy could be reduced to a set of rules, I think they would be these: Begin at the beginning, nowhere else. Tell one story, not two or three. Tell it all, whether it is thrilling to the writer or not. Remember that all stories need terminal facilities, and it isn't wise to stop the train out in the yards. Neither is it the best policy to run it over the bumper and clean through the waiting-room.

TWENTY-FIFTH ANNIVERSARY OF TWO AD MEN

A luncheon was tendered Wallace C. Richardson, Eastern representative of the Standard Farm Papers, and Vic Young, of Frank Seaman, Inc., in New York City on Thursday, March 13, in celebration of their twenty-fifth anniversary in the advertising business.

Mr. Richardson told of many of the changes that had taken place in the methods of buying and selling space since his entry into the field, and cited as one illustration, the experience of a publication which always had two rate cards for agencies. One was in use for almost all the agents, and the other was a special card gotten out for the benefit of one agency that adopted pretty strenuous methods in securing business for their house-organ. The schedule of rates for the agency with the house organ averaged 30 per cent higher than the other card.

Besides the guests of honor the following attended the luncheon: Frank Seaman, Walter Hine, Frank E. Long, publisher of the *Farmers' Review*, Chicago; H. A. Biggs, S. E. Leith, F. M. Lawrence, Frank W. Lovejoy, Sam Du Bois, E. A. Berdan, H. H. Charles, Frank E. Morrison, Dave Randall and R. T. Allen.



Hats, Millinery—and Newspapers

As a head covering, millinery is not a success. It is beautiful sometimes, most always expensive and expansive. It reaches out into empty space, sideways and upward instead of just covering her coiffure.

The hat is more efficient. It covers the head. It serves no other purpose. It is economical in cost.

This parallel also exists between newspapers. Some belong in the millinery class. But the

Syracuse Journal

is a "hat" newspaper. It covers the field economically, efficiently.

The SYRACUSE JOURNAL has a larger City Circulation than any other local paper—over 30,000.

The SYRACUSE JOURNAL also has a larger local circulation in Oswego with 23,368 people, and Fulton, with 10,480 people, than all other papers combined.

The total circulation of the SYRACUSE JOURNAL for the last six months of 1912 averaged 40,743 copies.

All this is in what war correspondents would call "striking distance" of the local stores.

The out-of-town readers of the SYRACUSE JOURNAL are not hidden along the by-ways, where the R. F. D. carrier once a day forms the only disturbance in the landscape.

Let us tell you more about the difference between hat-newspapers and millinery-newspapers, also about the Syracuse situation.

THE SYRACUSE JOURNAL

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

WHY SOME INTERESTS OPPOSE "PRINTERS' INK" STATUTE

THOSE WHO WOULD "PULL THE TEETH" FROM ANY THREATENED LEGISLATION AGAINST FRAUDULENT ADVERTISING PREFER TO WORK IN THE DARK

NEW YORK, Mar. 11, 1913.

Editor of PRINTERS' INK:

We have had several communications from firms in our line of business regarding your bill for checking fraudulent advertising. The latest communication reads as follows:

"We respectfully call your attention to New York Assembly Bill Int. 1988 regarding the matter of untrue and misleading advertisements and respectfully suggest that you do your utmost to defeat said bill.

"No one can object to any measure that will prevent fraud being practised upon the people, but this bill, without accomplishing that end, will put in the hands of some officials a great power which may be abused. In any event, what constitutes frauds should not be left to the opinion or prejudice of any person, official or otherwise, but that matter should be clearly expressed in the bill.

"We would therefore suggest that you offer in lieu of the pending bill the following:

"Whoever offering for sale any merchandise, commodity or thing of value, shall by means of public advertisement of any nature, make statements concerning the intrinsic, commercial or market value of the article or thing advertised which are knowingly untrue; or whoever shall in such advertisements knowingly make false statements concerning the grade, quality, material, manufacture, method of manufacture or point of origin of the article or thing advertised; or whoever shall, in such advertisements offer special advantage to the public for purchase at a given time or place or of a given person, firm or corporation, when as a matter of fact such special advantage does not exist or whoever, alleging the possession of any merchandise, commodity or thing of value under such conditions that he can offer the article for sale at less than its usual price or real value, and does so offer it for sale when such conditions do not as a matter of fact exist, shall be guilty of a misdemeanor and upon conviction thereof shall be fined not less than \$— nor more than \$— or be imprisoned in the county jail for not more than — days nor more than — months."

"If you will kindly submit this matter to the senators and representatives of your state and also ask your friends and customers to do the same, it will undoubtedly be to the best interest of all concerned."

A few days ago we mailed you a clipping from the *National Druggist*, the author of which also suggested what he considered a proper modification of the bill.

Before taking any action ourselves, we wish you would set forth any arguments you may be able to advance against these proposed modifications.

We are in favor of honest advertising ourselves and decidedly against the dishonest kind, but if there are any weaknesses in the bill as it stands, we should, and we are sure you would, like them to be eliminated beforehand.

Please write us freely, for you will not be quoted in any way.

Replying first of all to the last paragraph of the above letter the writer of which asks that his name be not used, there is nothing that we may say on the subject of an honest advertising law that we are unwilling to have quoted. There is nothing to conceal. The friends of the law are working in the open. Everything is above-board. In fact, publicity is an essential feature of the entire campaign.

The opponents of the law, on the other hand, do not seem to court publicity. In some cases they bring indirect pressure to bear upon legislators to have the bill killed. In other cases they endeavor to have the measure emasculated by the insertion of the word "knowingly" or by other changes in the text, to secure the passage of the bill in such shape that it could not be enforced.

In still other cases (and the correspondence quoted would seem to belong in this class), a substitute bill is presented which will let some of the worst offenders go scot free. The beauty of the PRINTERS' INK statute is that it is so simple, direct and incapable of having its meaning distorted. The substitute measure which has been submitted is as full of holes as a sieve.

We would like to know very much who are the persons who have written along the lines indicated. The advertising world is very much interested in tracing to its source the opposition to this measure.

The correspondent quoted says that the proposed law against fraudulent and dishonest advertising "will put in the hands of some officials a great power which may be abused." The same argument might be brought against any other law, as, for example, laws making it a crime to steal or to

THE PROBLEM OF THE LOST SALE

A meeting was held in New York last week the purpose of which was to find a solution to this problem.

It is recognized that if the consumer could readily locate a store where magazine-advertised goods could immediately be inspected many more sales would be *made*—and many *saved* which now go to competitors—by way of substitution.

The Evening Post NEW YORK SATURDAY MAGAZINE

solves this problem and prevents both waste and loss in advertising, it being

A Magazine with Concentrated Circulation

Permits the advertisers to list in their advertisements the names and addresses of the principal dealers who handle their goods—thus securing additional and valuable dealer co-operation—because of its *concentrated circulation*.

Complete information on request to
THE NEW YORK EVENING POST

CHAS. E. JONES, Adv. Mgr

Facts and Figures

More than half a billion dollars in our San Francisco banks;
Close to half a million people in our San Francisco ranks;
Spending forty million dollars in cafes alone last year—
Those are just three little items of prosperity out here;
Thirty-one round million dollars in twelve months of factory wage,
Paid to forty thousand men whose work two thousand firms engage;
Seventy-three and one half millions' worth of exports shipped last year.
Those are three more little items of prosperity out here.

From Alaska to Calcutta, from Hawaii to Transvaal,
San Francisco is the pathway of the Panama Canal;
For the world's commercial squadron that will seek our Golden Gate
We are building thirty miles of docks, increasing them from eight.
We are spending eighty millions on our Nineteen Fifteen Fair,
One building's up, another lifts its huge frame in the air.
The work draws thousands from the East to labor and invest,
And thousands come to watch it grow from all points in the West.

These facts and figures cannot lie, a blind man ought to see
That San Francisco's piling up tenfold prosperity:
It's up to you to feel her needs, you men who advertise.
The early bird will grab the worm,—get busy and get wise;
Don't wait until the Fair is here, but seize your chance today,
The field is rich and all you need is good Outdoor Display.
Jump in right now before the rush of that Nineteen-Fifteen,
And start a real live-wire campaign through—

Your friend,

J. CHAS. GREEN.

J.Chas. Green Co.

NIGHT AND DAY OUTDOOR DISPLAY

forge or to commit arson. The enforcement of any law depends upon the prosecuting officers and the courts of justice. We may safely leave the details with the established machinery created to administer the law. No one can be convicted of a crime without having his day in court. If he is found innocent of having advertised in a fraudulent or dishonest way, he will be acquitted. If, on the other hand, he has been practising deception and extorting money from the helpless public by misrepresentation and deception, then it is right that he should be punished and we think that the PRINTERS' INK statute will accomplish that purpose.

The PRINTERS' INK statute has now been passed by the legislatures of Ohio and Minnesota. In each case it has received the signature of the governor. In the case of Maine the bill passed both Houses of the legislature, only to receive a veto at the hands of Governor Haines. His argument against the law is given in full in the March 13 issue of PRINTERS' INK. The effectiveness of his argument may be judged from the text of his veto message.

Some of the opposition which the PRINTERS' INK statute is meeting with appears to come from patent medicine people. In other cases it comes from publishers who have been carrying columns of clairvoyant, loan shark and similar advertising which we believe should be suppressed. These publishers take the view that the enactment of such a measure is going to affect their revenues disastrously. We do not believe it. In fact, the motto we adopted at the time we started this campaign was this: "Every time you kill a dishonest advertiser you create ten honest ones."

We could show in the records of many successful magazines and newspapers, the evidence of the truth of this motto. We will, however, confine ourselves to one conspicuous case: the record of the New York *Times*, which is well known for its activity in the exclusion of all kinds of fraudulent, misleading and deceptive advertis-

ing. The publishers of this paper feel that their policy in this respect has been largely responsible for the phenomenal growth of both circulation and advertising patronage. Following is the record of increase of advertising receipts by the New York *Times* under this policy:

ADVERTISING RECORD
(Yearly Comparisons of Paid Advertisements.)

	Agate Lines
1897.....	2,371,377
1898.....	2,433,193
1899.....	3,378,750
1900.....	3,978,620
1901.....	4,957,205
1902.....	5,501,779
1903.....	5,207,964
1904.....	5,228,480
1905.....	5,953,322
1906.....	6,033,457
1907.....	6,304,298
1908.....	5,897,332
1909.....	7,194,703
1910.....	7,550,650
1911.....	8,130,425
1912.....	8,844,866

The following figures show the increase of circulation under the same policy:

CIRCULATION RECORD

October, 1898.....	25,726
" 1899.....	76,260
" 1900.....	82,106
" 1901.....	102,472
" 1902.....	105,416
" 1903.....	106,386
" 1904.....	118,786
" 1905.....	120,710
" 1906.....	131,140
" 1907.....	143,460
" 1908.....	172,880
" 1909.....	184,317
" 1910.....	191,981
" 1911.....	197,538
" 1912.....	236,668

As for the other interests in opposition to the PRINTERS' INK statute, concerns which would be disastrously affected or put out of business by the enactment of a law against dishonest advertising they deserve exactly that treatment. No man who is conducting his business "on the level," who is selling good goods and not misrepresenting them, has anything to fear from this law. With the others we have no sympathy, and we believe they are the very people who are holding back the development of advertising and discrediting it in the minds of a considerable portion of the public. If such advertisers can be suppressed, honest advertisers and

publishers and advertising men generally will be the gainers, as well as the consuming public.—[*Ed. PRINTERS' INK.*]

Recent Decisions of Interest to Advertisers

Minor's Defense to Contract Upheld in New York.—One who was, at the time of entering into the contract, a minor, contracted with the International Textbook Company, proprietors of the International Correspondence Schools of Scranton, Pa., for a correspondence course of study. This young man was a resident of the State of New York. The higher courts have held that proper and reasonable vocational education is a "necessary" for which a minor may legally contract. Nevertheless, it is held—that a contract between a foreign corporation and a resident of New York to be performed by both parties within the State of New York is to be governed by the laws of New York; that this particular contract will not be enforced, though technically it was completed by acceptance in the sister state. (*International Textbook Co. vs. Connally*, 99 N. E. 722).

No Stated Time Means "Reasonable Time."—A contract for the installing of an elevator failed to provide the time in which the work was to be done. Held—that in such a case the work must be done within a reasonable time from the date of the contract. (*Manhattan Top & Body Co. vs. Boymann*, 187 N. Y. S. 883).

Copy of Preliminary Sketch Constituted Infringement.—An artist had drawn a picture for the plaintiff and later copyrighted it in his (the plaintiff's) name. The defendant published a picture made up from sketch of the artist preliminary to the picture that was copyrighted. Held—that the publication of the picture made up from the artist's preliminary sketch was an infringement of the copyright, though such preliminary sketch itself was not protected by copyright. (*Heifield vs. Dodge Pub. Co.*, 198 F. 658, U. S. C. C.).

Injunction to Restrain Competitor from Inducing Retailers to Break Contracts.—It is held, in *Sperry & Hutchinson Co. vs. Pommer* (199 F. 309) that the plaintiff is entitled to a preliminary injunction restraining defendant from inducing plaintiff's customers, by improper statements or illegal means, to break their contracts relative to the use of S. & H. trading stamps.

Land Sale Participated of Nature of Lottery.—The advertising plan was to plat and sell lots of land of unequal value, some to contain houses. All purchasers were to pay the same price, but the lots were to be apportioned by drawing. Held—that this constituted a lottery within the meaning of the law and that such advertising was a misuse of

the mails. (*United States vs. Ridgway*, 199 F. 286, U. S. D. C.).

Contract Does Not Bind at Once if It Provides for Home-Office Approval.—An order for a wholesale house provided that the contract did not become binding until formally approved by the home office. Held—that formal approval was necessary to the binding of the parties. (*Crowder vs. Tolerton & Wardell Co.*, 138 N. W. 151, Neb.).

Option to Return Means Just That.—A purchaser of bonds was given the option of returning them if he were dissatisfied. He was dissatisfied, and the court held that a tender of the bonds and a demand for reimbursement was sufficient evidence of dissatisfaction. (*Rose vs. Monarch*, 150 S. W. 56, Kentucky.)

Responsibility for Printing Error.—A map had been sold to defendant containing matter on the back designed to advertise a hotel. The advertising matter contained error as to name of town and population, in a schedule. Held—that the instruction in the lower court that this fault, if not one for which plaintiff was directly responsible, precluded a recovery of the price if it rendered the map useless for advertising purposes—was erroneous. (*Kenyon Printing & Mfg. Co. vs. Crosby*, 150 S. W. 57.)

Conditional Sale Must Actually Pass Title.—In the case of *L. C. Smith & Bro. Typewriter Co. vs. Alleman* (199 F. 1, U. S. C. C. A.), it is held that in order for a sale to be a conditional sale title to the property must pass at the time the buyer receives the property into his possession.

Purchaser Might Think "French" Was "Paris."—A fine point is made in the case of *A. Stein & Co. vs. Liberty Garter Mfg. Co.* (198 F. 959, U. S. D. C.), where it is held that the plaintiffs, who have a valid trade-mark in the name "Paris" as applied to garters, are entitled to a preliminary injunction against the defendants for the use of the word "French" on goods of similar character.

ENGLISH SHOW NOT TO INCLUDE JOBBERS

The Twenty-first International Exhibition of the Grocery, Provision, Oil and Italian Warehouse and Allied Trades will be held in London, September 20-27.

According to advance notices this is to be a show at which strong efforts will be made to increase the popularity of manufacturer-consumer dealing. A huge market will be conducted and jobbers will be given an opportunity to see what can be done without the aid of the middleman.

NEW MISSOURI AD CLUB

The Sedalia, Mo., Ad Men's Club was perfected and formally launched March 9. J. F. McKinney, president of the Kansas City Ad Club, assisted. I. E. Marsh, business manager of the Sedalia Light & Traction Company, is president, and J. E. Seymour is secretary. The club will affiliate with the A. A. C. of A.

Woodrow Wilson Says:

"Modern Industry Depends Upon Technical Knowledge"

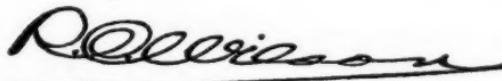
Technical knowledge, in so far as the public is interested, depends largely upon the **Scientific American**.

No people are so eager for facts as we Americans. We want to know things. We want to see behind the scenes. We want to see the wheels go round.

The editors of the **Scientific American** break up the "Technical" into plain English so the average man can understand it.

For these and many other reasons, the **Scientific American** is a most vital journal to the public, and to all business men and manufacturers.

Advertising value must not be judged by the cost per agate line, but by its probable effectiveness when applied to the promotion of your particular business.



General Manager.

Munn & Co., Inc., Publishers,
361 Broadway, New York.

A. T. Sears, Jr., Western Manager,
People's Gas Building, Chicago, Ill.

COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE

VOL. XXV

NO.



Published at
AUGUSTA, MAINE

MAY COMFORT

is the mail-order men's main reliance for pulling a big late spring and early summer trade. Its keyed ads prove the pull of

*The Farmers'
Favorite All-Round
Family Magazine*

Spring trade from the rural sections was never before so big and brisk as it is this year; and best of all, it keeps right on booming. Start it coming your way and keep it coming by advertising in May COMFORT, which will

*Put the Snap
Into Your Late
Spring Business*

The summer outfitting of the million and a quarter farm families that read COMFORT is a grand field for general and mail-order advertisers.

May forms close April 15.
Apply through any reliable agency or direct to

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

EFFECTIVENESS IN HALF-TONE BACKGROUNDS

✓ CONSIDERATIONS THAT SHOULD GOVERN THE USE OF A MUCH-ABUSED COPY DEVICE—EXAMPLES FROM RECENT ADS OF BACKGROUNDS THAT "BLIND"

By Gilbert P. Farrar.

"See here, Simmons, I don't like the way our advertising is displayed," says an average advertiser to his advertising manager or agent. "Our ads look like the work of amateurs when compared with some other advertisers'. Why don't we use something like this?"

The advertiser usually points to either a pretty girl picture, an exhibit of hand lettering or some ad with a half-tone background. The advertiser never stops to consider the ad he admires may advertise a



FIG. 1—SACRIFICING READING MATTER TO A PRETTY FACE

piano-player, while he may be engaged in selling horseshoes.

"Why shouldn't we adopt any treatment we care to in our ads?" say some of my readers.

Certainly ad men should adapt and apply all the good ideas they

can to strengthen their own advertising matter. But it is a clever—and rare—advertiser who can adapt an idea *without applying it too literally*.

I know of one advertiser who copies his chief competitor's ads so closely that I'd be willing to wager that the ads are more effective toward selling the competitive line of goods.

The half-tone background is an excellent mechanical method for the copy of some ads. It is also a method that can very thorough-

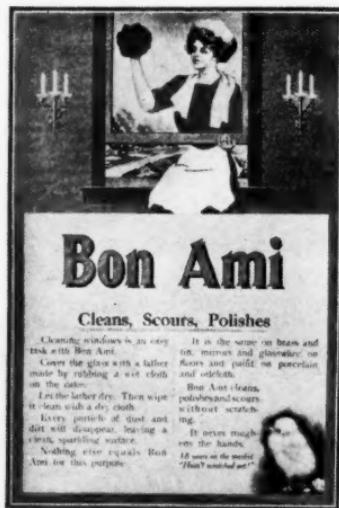


FIG. 2—FIGURE EFFECTIVELY DISPLAYED

ly spoil some other pieces of copy—when used by inexperienced hands. Some ad men will get results with a certain treatment in a series of ads and then they reason that this treatment must be used on all the ads they produce, regardless of the product advertised or the purpose of the ad.

Like every method of treatment in both copy style and mechanical style, the half-tone background has its limits. A little common-sense reasoning ought to find a place for the half-tone background and prove that it cannot act as a "cure-all."

One of the first principles of ad

display is to obtain contrast. This is especially true in "reason-why" copy, where there are headings, subheadings and plain reading matter. Nothing is more of an attractive feature than black on white—properly handled. Another principle is to make your particular ad different from those near it.

The half-tone background behind an ad will make your ad entirely different—and make it "stand out" on a page where there are a number of straight type and illustration ads.

The edges of a half-tone background will act as a border to hold an ad together without the use of a harsh rule border or an expensive drawn border.

But this point must be remembered: the stronger the shade (or tone) of the half-tone background, the less copy should be used. As the gray tone is darkened the black type is weakened.

The Dr. Lyons Tooth Powder ad (Fig. 1) features the girl's

You Can Weigh what you Should Weigh

"...girls...other...they have received...good figures and learned to keep well. Each has given me a few minutes a day in the privacy of her own room to following scientific, hygienic principles of health, prescribed to suit each individual's need."

You Can Be Well

My work has grown in favor and permanent because they are scientific and appeal to all men.

No Drugs No Medicines

Radiant Health

Health is permeated with your strong spirit. Your body is healthy—feels better in body and mind for your very presence.

Be Attractive well groomed.

Improve Your Figure—other people at your best. You will have a strong influence for good, for education for wholesome right living. If you are attractive and well, graceful and poised—upright in body as well as in mind—and you are happier.

Just what I can do for you by what I have done for others.

I think I do not exaggerate when I say I have corrected more

Chronic Ailments and taught more reduced most women during the past month than all the physicians in the country—our friends—our wives and daughters are my patients. I have

Reduced about 20,000 women from 100 to 15 lbs. I have rounded out and increased the weight

of many more—all this by strengthening muscles, glands, breathing, nerves and vital organs so as to regulate the assimilation of food.

I want to help every woman to realize that her health lies in a degree, how she looks and that she can reach her ideal in figure and grace.

Want to join us?—we will make you find the world better.

I have published a free booklet showing how to stand and walk correctly, and a pamphlet of vast interest to women. Write for it and I will also tell you about our work.

If you are in Chicago come to see me. I am at my desk from eight a.m. until five p.m., and shall be glad to see anyone interested in this great movement of health and figure through better breathing.

Sit down and write to me NOW. Don't wait—you may forget it.

I have had a wonderful experience, and I would like to tell you about it.

Susanna Crocrot, Dept. 24, 624 Michigan Avenue, Chicago

Miss Crocrot is a college bred woman. She is the leading authority upon the scientific care of the health and figure of women.

Your car is not "Fully Equipped" unless it has

GABRIEL

Rebound Snubbers

Because:

Snubbers are just as necessary to economical up-keep and riding comfort as top and windshield are to protection from the weather.

They check the rebound and put a stop to swaying and bouncing and spring breakage; work without noise or rattle and never require readjustment.

Snubbers alone have kept pace with the improvements in springs, so as to ensure easy riding on rough roads without interfering with spring resiliency on smooth roads.

You will notice Snubbers on the leading cars

Write us name and model of your car, and we will tell you about Snubbers cost and how easily anyone can put them on.



3400 E. 46th St., Cleveland, U.S.
Makers of the famous GABRIEL Musical Boxes and auto accessories.

FIG. 4—LEGIBLE

head, but it kills the reading matter. Either the background with the girl's head should be made less prominent and the reading matter given a chance, or there should be less reading matter over the girl's face. In some of the ads in this series there is less copy and more girl, making the result much more pleasing and effective.

Compare this with the Bon Ami ad (Fig. 2) and note the difference. On neither of these ads is the background necessary to make the ad "stand out" from other ads, for the reason that each ad occupied a full magazine page.

To assume that Mr. (or Mrs.) Average Reader is going to figure out

FIG. 3—FULL OF HIDDEN MEANING



FIG. 5—A SKILFUL COMPROMISE

the Susanna Cocroft ad (Fig. 3) is dangerous. The headline is fine. If this headline remained as a solid black band across the top of the ad and all the reading matter below this were set in plain type on white paper, the ad would demand attention. To my mind a reader must have perfect eyes, patience not unlike Job, and "nothing to do 'til to-morrow" in order to get the message out of this Susanna Cocroft ad shown in Fig. 3.



FIG. 6.—"TONE" COMBINATIONS NOT HARMONIOUS

Compare this ad with Fig. 4. The Gabriel Rebound Snubber ad has a lighter background, larger type, and the ad does two things very nicely: It "stands out" against other ads on the page and at the same time it is legible. If an ad is not legible it is dear, even as a gift.

The Knox Gelatine ad (Fig. 5) uses the half-tone background and also

small type, but *the background is not back of the type*. The background on this ad holds the four small illustrations and the hand lettering together, while the "cool" white spot at the bottom looks inviting enough to eat.

If there is any one place where a half-tone background fills the bill better than any other method, it is for ads that have a number of units or features.

It is usually very difficult, and especially so on small ads, to take a number of illustrative headings, etc., and produce an ad that "holds together."



FIG. 7—HALF-TONE BACKGROUND GIVES COHERENT EFFECT

The Knox Gelatine ad (Fig. 5) is a very good example of how all the elements can be made to present a complete and connected unit by means of the half-tone background.

Goods such as shown in the Huyler ad (Fig. 6) practically demand the background treatment. However, the Huyler ad is weak in several points. The perpendicular cloth spread is too dark. As the doilies are white, the spread looks as though it needed a trip to the laundry. If the spread were the same color as the doilies, the trade-mark and the

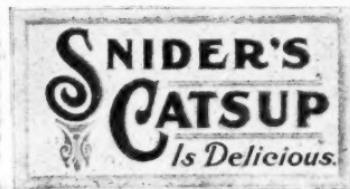


FIG. 8—HALF-TONE TO MAKE POSTER-LIKE IMPRESSION

reading matter would be easier to catch and read. The reading matter at the bottom should be at least a size larger, even with a lighter background.

More space could be had for the reading matter if the spread were widened so that there is no more of the mourning border shown on the sides than there is at the top and bottom. Shouldn't the dish of chocolate be shown in the same perspective as the two cakes,

the half-tone background to get distinction on a page. The background has done its part toward making the ad different, but the all-caps on this ad would hardly be effective with any mechanical method of treatment.

This ad could be made more effective if set properly in an upper- and lower-case type display. And the money spent for half-tone background and hand lettering would help buy a bond. Simply because considerable money has been spent for hand lettering an ad does not mean that the ad is of more value than one that is set in type—at a much cheaper cost.

Neither is it always the case that an ad with an expensive half-tone background is more effective than a plain type ad.

It's not the method of treatment, it's the common sense behind the method.

NEED NOT DESTROY TIRES

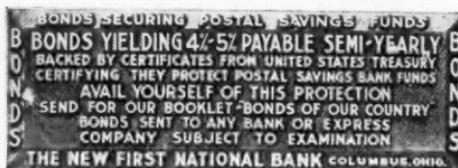


FIG. 9—ANOTHER ALL-CAP OFFENDER

rather than standing as it does?

Poster style of copy lends itself well to the half-tone background. Where there are few words and a large illustration, similar to the Firestone Tire ad (Fig. 7), the half-tone background holds all the elements together and at the same time produces a striking effect.

The Snider Catsup ad (Fig. 8) is the poster style of copy on a small scale. This ad will "be there with the message" on any page it happens to be placed. I do not know of a more effective use of the half-tone background than for poster copy similar to Figs. 7 and 8. When the Snider ad is put on a magazine page with a number of other ads, then other ads haven't a chance at first attention.

Fig. 9 is an ad that tried to use

The demand of the Consolidated Rubber Tire Company, that certain tires manufactured by the B. F. Goodrich Company, at Akron, which tires are claimed to be made according to the Grant patent, be destroyed by order of the court, was denied by Judge Coxe, March 3, in the United States District Court for the Southern District of New York.

The Grant patent expired on February 18, 1913, and it is charged that in anticipation of the expiration of the patent, the Diamond and Goodrich plants at Akron, and the Kokomo Rubber plant, at Kokomo, Ind., manufactured large quantities of tires according to the patented process, holding them in the storehouses at Akron for sale after February 18. The Kokomo company is said to have been manufacturing the tires under a contract with the Diamond and Goodrich rubber companies.

When the date of the expiration of the Grant patent approached, the Consolidated interests learned of the preparation made by the Akron companies to place large quantities of this style of tire upon the market. A suit was immediately filed in the United States District Court for the Northern District of Ohio, asking for an injunction against the Diamond Rubber Company, and an accounting of its transactions in this matter. A supplementary complaint was then filed in the New York district.

¶ Advertisers are invited to use the advertising space
of

The Des Moines Capital

CONSTRUCTIVE NEWSPAPER

on the basis that the advertising investment brings
commensurate returns.

¶ The circulation of the Capital last year was 44,802 copies
daily—approximately 13,000 in the City of Des Moines, and
31,802 outside of Des Moines, chiefly within a radius of seventy-

¶ The Capital's out-of-town circulation is almost as great as the

daily approximately 15,000 in the city of Des Moines, chiefly within a radius of seventy-three miles. The Capital's out-of-town circulation is almost as great as the total circulation of any other Des Moines newspaper.

The Capital does not publish whiskey, beer, objectionable medical, doubtful financial, or unclean advertising of any kind.

True Des Moines Capital

"A CONSTRUCTIVE NEWSPAPER"

EASTERN REPRESENTATIVES

Elmer Wilson - Hartford Building, Chicago
O'Mara & Ormsbee, Brunswick Building, New York City

Lafayette Young, Publisher

90%
OF THE
POPULATION
OF THE SIXTH CITY
WILL SEE YOUR
SIGN HERE
DAILY

NOW AVAILABLE FOR ELECTRIC SIGN

COMMERCIAL SIGNS

ELECTRIC SIGNS

RANGRAPH POSTER MAKERS

BULLETIN & WALL PAINTERS

THE BRYAN CO.
OHIO'S GREATEST
POSTER ADVERTISERS
GENERAL Cleveland OFFICES
Cleveland·Toledo·Dayton·Akron·Youngstown·Lorain & 40 TRIBUTARIES

CLEVELAND-TOLEDO-DAYTON-AKRON-YOUNGSTOWN-LORAIN & 40 TRIBUTARIES

MAKING THE MAIL-ORDER BUSINESS GROW

THE CODE THE MAIL-ORDER MAN MUST LIVE UP TO—MAIL-ORDER BUYER A KEEN SCENTER OF FRAUD

By George Wilfred Wright

II

The mail-order advertiser should in all cases be prepared to live up to his claims, deliver the goods, and be certain that his selling plans are right. He must be sure that he is reaching the right class of people, using the best mediums for that purpose, and argue convincingly in his appeal. An advertiser who is unprepared to meet his orders is certainly doomed to failure.

The advertisement that fits the proposition for which it is designed is the one that brings business. Space costing \$1,000 per quarter page should be worked out as carefully as any other important feature of a business; all things being equal, satisfactory returns are then reasonably certain.

Discovery has been made that several small specialty manufacturers have been saved from failure by selling their goods directly by mail rather than enter into a hard-and-fast agreement with the jobber where their profits would be cut squarely in half.

JOBBER HAD NO SYMPATHY

A few years ago a New England concern began manufacturing a small, inexpensive household utility for dusting and cleaning purposes. A big, chesty sales-manager had asserted to this timid manufacturer that no hard-ear trade move existed than the marketing of such an article. He said he had "rather dig the Panama ditch than attempt it." With very little encouragement this manufacturer tried to get the device before the people. He began advertising in a small space in the local paper and a few trade journals. He also advertised for agents to canvass from house to house and sell direct to the consumer; but this plan was soon

abandoned. The money spent for advertising the first year more than doubled the total sales.

Somewhat cast down but not forsaken of hope, his little company put up its small pot of coin for another year's publicity, which was to be five times more than the previous year. The glee can be imagined when those in the business discovered at the end of the year that their sales ran ahead more than six times the amount spent for advertising. The third year the advertisers started in squarely on their feet and cleaned up 150 per cent more in sales than the year previous, while the advertising was increased but 20 per cent.

How very conclusively this proves the cumulative effect of advertising! The plan of this company with the jobbers, who were asked to help widen the distribution of the article, did not work out satisfactorily. These "important factors" gave it out that they were in business for their own profit and were not particularly interested in pushing another's product nor of turning wealth into some other person's hands, but rather into their own. The jobbing connections were promptly severed and all attention given to the orders received directly from the consumer, or where they could be referred to the retail store. Store demonstrations were given considerable prominence and every co-operative chance was offered the retailer. Women's publications were used, and the results were very promising. Premium plans were offered and every inquiry keyed and followed up. Thus it proved that the mail-order plan succeeded quickly and established the business where other methods would have been too expensive, very slow and quite uncertain.

GAINING THE FARMER'S EAR

A class of people which is attracting wide attention to-day among the higher class of mail-order houses is the farmer. In most communities the farmer is not the country "Josh" that some have pictured him. He doesn't

"come to town to see the sights" as he once did. He knows quite as much about the city and world in general as some of the urbanites who have laughed at him. The telephone, rural mail delivery, trolleys and automobiles have had such a transforming influence on the farmer that his buying power is a factor worth reckoning with. He is unusually well informed on current topics and an individual that no shrewd advertiser will fail to recognize as a very probable customer. A glance through the high-class agricultural journals will quickly show what the farmer is buying; it further shows how the needs of the rural buyers are met. In appealing to the farmer the shorter, more terse and exact the description of the articles featured, the more certain is he to become a patron of the advertiser. Exaggeration is always damaging in bidding for the farmer's trade; every picture should be true in every detail, and every advertisement free from all misleading technical terms or wordy complications. All follow-up matter should be of the best. Every farmer will preserve a neat, attractive booklet or folder and generally appreciate the efforts of the advertiser by sending in the money for that which he wants.

A few winters ago a prominent Chicago advertising man spent a week with Uncle Hiram and Aunt Miranda down on the farm in "Central Illinois." He especially observed how many advantages were brought to the country people through the modern improvements. The telephone kept them informed of all local events, and the rural mail delivery posted them on the happenings of the world in general. The gasoline engine, steam heat and electrical appliances have reduced the drudgery of both farm and home work to a minimum and made this old farm an interesting place to visit. The arrival of the mail wagon was the important event of the day, and served as a reminder of when things happened—either before or after the mail man came. At night, around the sit-

ting-room table, lively discussions would be held about a story or an advertisement. It should be remembered that the average farm-home is not without good literature and plenty of it. In this particular family, besides the country weekly there were an agricultural journal, two stock journals, three "home" papers and a high-class literary weekly. If Uncle Hiram saw an advertisement of a watch or a diamond ring given away for selling fifteen pieces of jewelry at 20 cents each, he promptly branded it as a swindle; but Aunt Miranda looked it over more carefully and discovered that the offer was for a plated watch and the diamond was a *South American* "gem," and she thought it might be a bargain. But Uncle Hiram was opinionated and declared "that them fellers that advertise that way don't talk sense; why, that ad ought to be wrote plain enough for anybody to see what they meant; say what you've got to say an' quit—just like I'd go up to Billy Watson's and sell him my cider press. I'd tell him how it worked, how good it was made, and all about it, and not some fancy tale that milk and honey could be ground out of it."

Another advertisement attracted Uncle Hiram. It was a buggy; it would be sent on approval; if not satisfactory, after free trial the money would be refunded; the price was given, the illustration was attractive and the description plain. It had "ring" to it. He got out his pen and ink-bottle and scratched a letter to the advertiser; and in his excited interest he had to be reminded to sign his name and give shipping instructions. In a few days the buggy arrived at the freight station. He took delight in showing it to everyone he knew, and telling what he paid for it; much to the astonishment of all as they saw its value.

Aunt Miranda read an advertisement of a sewing set completely fitted out; she was bound to send for it, somewhat to Uncle Hiram's disapproval. She had her way, and when the set came

The February Chapter

in the progressive history of THE CHICAGO DAILY NEWS is another record of notable achievement in Circulation and Advertising gains.

IN CIRCULATION The Daily News broke its 37-year record with a daily average of 366,575, which is 23,402 more than in February, 1912.

IN ADVERTISING The Daily News broke its 37-year February record and on the six days a week it was published printed more Display and Classified advertising than any other Chicago newspaper.

Here are the facts in figures:

February Circulation 1913

State of Illinois, County of Cook, ss.:

HOPEWELL L. ROGERS, Business Manager of THE CHICAGO DAILY NEWS, does solemnly swear that the actual number of copies of the paper named printed and sold during the month of February, A.D. 1913, was as follows:

Days	Copies	Days	Copies
1.	338,696	16.	Sunday
2.	Sunday	17.	372,471
3.	368,988	18.	375,814
4.	366,276	19.	374,355
5.	362,824	20.	374,020
6.	363,852	21.	364,365
7.	363,094	22.	338,398
8.	345,242	23.	Sunday
9.	Sunday	24.	375,690
10.	371,925	25.	405,883
11.	370,278	26.	387,560
12.	361,661	27.	365,096
13.	367,490	28.	375,235
14.	389,320		
15.	359,770		

Total for month..... 8,808,213

Less returns and allowances 10,407

Total sold, net..... 8,797,806

Daily average sold..... 366,575

All "exchanges," copies used by employees, unsold and returned papers are deducted in determining the net paid circulation.

HOPEWELL L. ROGERS.

Subscribed and sworn to before me this 1st day of March, A.D. 1913.

[L. s.] HENRY C. LATSHAW,
Notary Public.

The Daily News carried 370.84 columns more advertising in February 1913 than it did in February 1912, and on the basis of its 6-day-week publication.

The Daily News carried 602.99 columns more advertising in February for the six days a week it was published, than the next Chicago Newspaper, and

The Daily News carried 36% more Display Advertising and 21% more Classified Advertising than the next Chicago Newspaper, and

The Daily News showed a 147% greater Classified Advertising gain in February than the next Chicago Newspaper, and

The Daily News not only carried MORE Display and Classified Advertising but it showed on the combination of them a 29% greater gain in business than the next Chicago Newspaper.

DO YOU WANT TO REACH CHICAGO'S MILLIONS? Then remember:

The Chicago Daily News carries more advertising six days a week, wields a stronger influence with its readers, has a larger circulation in a more compact territory, and sells its space at less cost per thousand circulation, than any other Newspaper in America. Therefore it is

AMERICA'S GREATEST ADVERTISING MEDIUM

THE CHICAGO DAILY NEWS is a Chicago newspaper. All but about 25,000 of its 366,575 daily circulation is in the city of Chicago and its immediate suburbs—over 340,000 city circulation, which is more than twice the city circulation of any other Chicago newspaper, either daily or Sunday.

JOHN B. WOODWARD, Eastern Advertising Rep., 709-10 Times Bldg., NEW YORK

February Advertising 1913

Comparative February volume of Advertising carried six days a week:

The Daily News	
Display	1555.58 cols.
Classified	1093.79 cols.
	2649.37 cols.

The next Chicago newspaper

1142.63 cols.

903.75 cols.

2046.38 cols.

Comparative February Advertising Gains:

The Daily News	
1913	2649.37 cols.
1912	2278.53 cols.
	370.84

The next Chicago newspaper.

2046.38 cols.

1760.25 cols.

286.13 cols.

she was delighted with it; good-hearted soul as she was, the next neighbor, who "lived up the road a piece," was called by 'phone and told about the bargain. Eventually every 'phone subscriber on the circuit knew the merits of that sewing outfit; her enthusiasm over it resulted in the sale of several of them, while Uncle Hiram was a talking advertisement of the buggy he had just purchased and a channel through which more business was done in that section by the company that sold him the vehicle.

One reason why fortunes have been made in mail-order advertising is due to the skilfully written advertisement and the careful placing of copy in mediums of known value. The successful mail-order man builds up his business by making every dollar spent in advertising do its full quota of work. He makes good his claims and proves his sincerity by delivering the goods satisfactorily.

CUSTOMERS WHO LOST THEMSELVES

After nearly twenty years of straightforward dealing, one of the heads of a Western house retired a few years ago with a private fortune of more than twenty million dollars. His immense plant covers several acres of ground, and the annual business done in the establishment in round numbers totals up to about eighty millions. The house began by selling common household needs and kept adding until these totaled several thousand articles. One day the owner took a close acquaintance through his colossal establishment, explaining as they went the various systems of merchandising and the breadth and scope of the business. In the center of a magnificent group of buildings he pointed out one of very handsome appearance, stating that it had a very peculiar history. It was built of the money which had been sent with orders and the sender had failed to give the name and address or any clue of identity. In fifteen years an amount of several hundred thousand dollars had been received in this way. Every effort to locate

the customer was futile. He cited one case as an example: A woman living in an Eastern state sent in an order for a sewing machine costing \$40 and had forgotten to sign her name. The order was held, hoping that she would write a letter of complaint. None ever came. The postmaster of the place was unable to locate her, and after several months of waiting the \$40 was added to the "nameless fund." The company says it loses, each time a customer neglects either to give his name, or clear shipping directions. From its inability to fill the first order it cannot make a regular customer of him, and may lose other customers by a report of the unfortunate circumstance being circulated where the unsigned order came from.

Advertising of any phase or character, to be effective, must be continuous and persistent. On those two words hang all the elements of prosperity. One of the largest shoe advertisers in America asserts that his incessant "pounding away at the reader all the time" has been the main cause of his success. One of the greatest retail merchants in this country to-day says that to succeed in advertising "one must be prepared to stick like a barnacle on a boat's bottom." Both of these men have had a wide experience in the mail-order field.

All carefully planned, well-written advertising never jerks; it *pulls*. It begins very easily, but the draw is steady; it may be very light at first, but it increases day after day; it grows year by year. It attracts and yields a most forceful influence and finally it exerts an irresistible power that makes failure impossible and high commercial achievements easy to obtain and positively certain to the merchant who has a good proposition and thoroughly believes in it, and conducts his business honorably and systematically.

◆◆◆

A. A. Greenberg, formerly with the Cramer-Krasselt Agency, Milwaukee, Wis., is now with the advertising department of Webb Publishing Company, St. Paul, Minn.

NOTICE!

On Sunday, April 6

William Randolph Hearst

will begin the publication
in Atlanta, Ga., of



Circulation First Issue
100,000 copies

"Supremacy In The South"

FOREIGN REPRESENTATIVES

WILLIAM N. CALLENDER, Jr., Broadway and 59th Street, New York.

CHARLES T. HENDERSON, 504 Hearst Building, Chicago.

V. P. MALONEY, 80 Summer Street, Boston, Mass.

J. CARR GAMBLE, 1304 Third National Bank Building, St. Louis, Mo.

MAKING THE LAYOUT GIVE LIFE TO THE AD

TYPE AND ILLUSTRATIONS CAN BE MADE TO HAVE VOICE AND MOVEMENT—ADAPTING THE LAYOUT TO THE SPIRIT OF THE ADVERTISEMENT—SYMPATHY A FIRST ESSENTIAL

By Dudley A. Bragdon,
Of D'Arcy Advertising Co., St. Louis.

A youth applied recently at our office for a position in the copy department. It fell to my lot to talk to him. He prefaced his remarks by saying that he had "long wanted to get into the advertising game." This was discouraging at the start. It is this spirit that explains the miles of mediocre copy that is written—no writer can produce real, vital copy who tackles it as a game. You've got to put your whole heart and mind into advertising writing—actually weep, despond, bubble, shout, swear a bit in gladness or in sorrow (analyze, too)—if you are to creep into the heads and hearts of your audience. It is not temperamental bosh, understand, that is required, but feeling, sympathy, genuine love of the thing, that makes your copy pulse with life—that takes your public by the hand and leads him to it.

This has nothing to do with layout? But it has—and I'll prove it to you.

But of the youth. After some conversation relative to experience, theories, ideas—after trying to discover something in him that might look like a thought—I found that there was one thing only that he knew he knew about the "advertising game"—he knew "how to lay out an ad" for the printer and could calculate to a word the amount of matter to fill a given space.

There's the average conception of the meaning of layout. That's not layout—it's preparation for burial.

The man who goes at his layout from the cold, hard, mechanical "rule and rote" standpoint is as far from getting a just effect as is the actor who delivers the

impassioned lines of his author in a monotone, or who elocutes without heart understanding. Indeed, to my way of thinking, the advertisement stands midway between the printed novel and the acted play. This may sound queer at first—to think of anything in cold type as having enough of the animate to even approach acting. But it is true, nevertheless.

To develop this thought. The intonations of the actor's voice convey the sentiments of the author and develop a living character from the word-germ. This is the elocutionary part of acting.

CAPACITY OF TYPE AND ILLUSTRATIONS

Now then, your type display and your typographical arrangement, the very face of the type itself, will shout for you, whisper for you, accent for you, shade your lines and develop into silent sound your word-germs. There's intonation for you—your advertisement becomes a living voice heard through the eye.

A further parallel. The pantomime of the actor carries into motion the author's sentiments, the character delineation, the progress of his story.

Your illustration is a part of the action of your play (your advertisement)—it has action or repose, it presents to the eye of your audience the beginning, the middle or the end of your story, according as you wish to startle, interest, sustain interest or impress a final fact.

Your type display, too, besides voice, has movement. It may have deep repose and superb dignity—it may be light and airy—it may be plain, direct and business-like—it may be even a bit playful (it will never be flippant)—it may be breezy, stolid, sad, glad, intimate (never familiar) or respectful—just as your subject-matter dictates and as your sympathetic understanding tells you your audience requires.

Get that word *sympathetic* as applied to your "feel" of your audience.

(Continued on page 82)

Promise and Performance

¶ The man who does business with the advertising agency which promises him the most never stays very long with any one agent. There is too much competition among the promisers.

¶ The Procter & Collier Company makes only promises it can fulfill. It guarantees to do its best for every client, to use its experience, skill and equipment to the utmost possible advantage in his behalf. It keeps this promise, and by so doing keeps its clients without any contracts to hold them.

¶ Anybody can beat us at promising. We specialize in performance.

The Procter & Collier Co.

New York Cincinnati Indianapolis

A S K
A N Y

Traveling Salesman

In the Pacific Northwest

What Medium He Would Recommend

He will tell you the Outdoor
Painted Displays and Posters

Why?

Foster & Kleiser-Signs.

Seattle
Washington

Portland
Oregon

Tacoma
Washington

Bellingham
Washington

An Invitation to the Minds of America

*A Great National Agency
Upon a New Profit Sharing
Attracting To Itself American
Men Who Stand Head and Shoulders*

Now we want men—men with the success habit—men whose records are one long story of sales accomplishment—men to fit in with this organization—men who are masters in their art—men whose wishbones have been tempered into steel—men who are out in the thick of the fight to-day and who have come in from the battle with a scalp.

Copy writers who are past masters in the art of putting real salesmanship into print—men who to-day are writing big accounts—men who to-day are molding men's minds by salesmanship in print.

Solicitors with real merchandising minds—men who sense the selling thought from afar—men who have already shown the color of their corpuscles by the accounts they are now handling.

These men are out there somewhere on the firing line.

We doubtless know you by reputation, and it is only because we cannot come to pick you out that we take this means of speaking.

This then is a call to America's greatest advertising minds. Are you one? Ask yourself. You know—for deep down in every man's heart is a true measure of his worth—so turn the full light on yourself and bare your soul. If you measure up to this—the highest of all standards—if yours is a solid success reality—if yours is one long story of accomplishment—come! We will welcome you and make it worth your while—for we can open to you an opportunity such as is offered to a man but once in a lifetime.

We are building on the broad and basic principle that a share in the



LEE JONES
ADVERTISING

REPUBLIC BUILDING

Master Merchandising of America

*Now Organizing—Founded
on a Principle Which Is Now
Gathering the Greatest Advertising Minds—
Shoulders Above Their Fellows*

profits will stimulate interest—arouse activity—promote loyalty, and so attract unto us the world's master advertising minds.

This organization will put into the pockets of every co-worker—in addition to his wage—a certain definite part of every dollar earned.

Nothing will be left undone—nothing will be left unsaid to make this agency an organization fit and able to serve its clients according to a standard that has never before been attempted in the history of the World's advertising.

The campaigns of our clients will be handled not by guess nor by rule of thumb—but by that sure definite clear-cut one best way to solve the problem that our clients face.

Even now at the helm of this organization stand workers who have brought together the crystallized merchandising experience of the advertising world—those who have separated the wheat from the chaff—who have sifted the pay dirt from the sand for thousands of advertisers with success.

We have said enough. Our cards are down—Now—let him whose copy can convince and let him whose solicitation can close—present his case—tell us of himself—his work—what he has done and what he is doing to-day—by letter—for, "office seekers cannot be admitted except by invitation."

Address Stephen B. Jones, President, Lee-Jones, Inc., Advertising Agents, Republic Building, Chicago.

E JONES, Inc.
TISING GENTS

CHICAGO



Actors say that at any performance, shortly after their first entrance, they can "feel" their audience, know whether their acted pictures should be painted with free, bold strokes or done in subtle and infinite detail. Within certain limits, the lines of any author, no matter what may be the subject or the scene, will bear differing intensities of expression of the *same* interpretation. So the audience determines the shading of the performance through the medium of the actors' sympathetic sensing of the needs of that audience.

Then you, as stage manager, knowing your audience in advance, must stage your play (your advertisement) to best reach that audience. You must drill your actors to present your piece (there's your layout) so as to be most closely in sympathy with the predetermined mental attitude of your audience.

For, just as the different classes of society—here society is used in a universal sense—are appealed to by distinctive types of music, pictures, literature and plays, so are they attracted to or repelled by the tone of an advertisement—which must include that obvious part which reaches the eye (layout) as well as the subtle part which reaches the understanding (the context).

HOW LAYOUT CONVEYS FEELING

For example, say you're talking to the medical profession. How solid, "ethical" and dignified an impression can be conveyed by display, type face and arrangement, border and illustration. And how completely can the semi-ponderous and wholly scientific tone of your words be destroyed by freakish or shouting display. It's the difference between the analytical drama, naturally and quietly put on, and the uproarious farce or ranting melodrama put on with slapsticks or "buggy" thrills.

Can one get the effects desired unless he "feels" the atmosphere, as it were, of his copy and of his audience? Here the sympathetic attitude is of vital importance.

Yet it is elusive, it is subtle, but if you are endowed with that imagination which makes a creator in any line of endeavor, and by effort and experience direct it aright, you can develop it into what the world calls the intuitive, but which actually amounts to nothing more or less than being mentally sensitized—sympathetic.

And another feature of the layout. Its function as scenery—stage setting.

Just as a play's set indicates season, time of day or night, moral or financial condition of characters, culture, refinement or coarseness—just as it gives atmosphere, in other words—so does layout create its atmosphere.

Say you want to create a certain impression of advantage to be gained by buying the article you're advertising, of coolness, for example. Surely you will not use a lot of black-face, set solid; isn't the very thought of that style *heating*? But use a clean, simple, easily read, light-face type, use plenty of leads, "crisp" your style in wording and composition and the very sight of that advertisement starts the cool breezes to blowing. Accent it with a cool, *delicious* illustration, direct attention to it with a strong but simple border effect, and your audience will hear the buzz of the fan.

So it is throughout—cleanliness, the appetizing, heat, cold—all the atmospheres are yours to produce by layout.

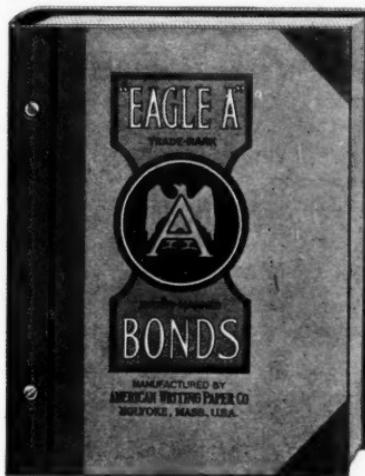
So, you see, "stinging the eye" or slapping your audience to make it sit up and take notice, or being real smart and clever to laugh or shock your audience into reading your copy, or even the achievement of beauty without relationship to the spirit of the written copy and with the intent of that copy, are but poor imitations of the real in layout. It takes real sympathy to go beyond the mechanical, the slapstick and the "artistic" in layout, to make it dovetail in with the impression one wants to make, to be blunt, dainty, strong, crisp, argumentative to *eye* as well as *understanding*.

Develop your sympathies then

If You Buy More Than \$200.00 Worth of Business Stationery Annually—You Need This Book

This "EAGLE A" Bond Paper Sample Book—the most complete publication of its kind ever issued—is indispensable to every user of Business Correspondence Paper interested in securing the maximum in Paper-Value.

It contains complete information about thirty-five "EAGLE A" Bond and Linen Papers—a full schedule of their Sizes, Weights and Colors—and large Samples of each grade.



The different Folio Weights are so arranged that they may be readily matched with one another, or removed from the book for testing purposes.

This Book affords visible proof of our contention that Twenty-nine Mills operating under one management insures the minimum in Manufacturing and Selling Costs, and that "EAGLE A" Papers offer at their respective prices the best paper-quality it is possible to obtain.

*It is our desire that only those request the book
who are in charge of Paper-Buying. Kindly
write for it on your Business Letter-Head.*

AMERICAN WRITING PAPER COMPANY
31 Main Street; Holyoke, Massachusetts
Twenty Nine Mills



To Save Money on Your Office and Factory Forms Specify

HAMMERMILL BOND *The IDEAL BUSINESS PAPER*

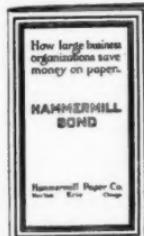
It has the strength to stand up under much handling—the quality and finish for type-writing and printing—and it costs less. These facts make it unquestionably the best paper value ever offered.

As Hammermill Bond is made in 12 colors and white, it permits you

to simplify your distribution of correspondence by assigning a different shade to each department, branch or executive.

Write on your letter-head NOW for free book of samples.

**HAMMERMILL PAPER CO.
ERIE, PA.**



—not only along lines of the germ of the advertisement, and the development of that germ through your written words, but in the way you put on your "play" and train those wonderfully pliant actors, your illustrations, your type faces and your typographical arrangement. I do not say to despise the mechanics of things—they, too, are necessary, but only as tools. Use these tools, but don't, for heaven's sake, give so much weight to the mechanics that you will overlook the spirit.

To my way of thinking, this is the whole meat of layout: to build on a knowledge of the technique of layout as a foundation, just as a play is founded on technique—but with sympathy as your stage director.

Do this, and your advertisement will be a live thing, a big, fine, gripping exhibit that your audience will carry away with them to remember, instead of being dry lines delivered in a monotone to an inattentive audience.

NEW YORK AS ADVERTISED BY ITS BOROUGH NAMES

At the regular monthly meeting of the New York Board of Trade and Transportation held yesterday, the committee on city affairs submitted a report on the proposal to rename the boroughs of the city. The committee declares that while it is of little consequence what name a borough bears for local purposes, "in our relations with other parts of the country and the world as a whole, the present borough names appear to create an erroneous impression, and Manhattan is the only borough of the city which, everywhere and by everybody, is known as New York."

The committee in its report further says in part:

"These considerations lead us to believe that all of the boroughs and the city as a whole would be benefited by some simpler method of designating them, which would more distinctly identify them as a part of the city of New York. It has been proposed that Manhattan shall be known as New York W (or West), Bronx as New York N (or North), Queens as New York E (or East), Brooklyn as New York C (or Central) or S. E. (or Southeast), and Richmond as New York S (or South). We hesitate to recommend any definite method of designating these boroughs anew, lest we, as the only borough which is now really known as New York, may assume too much where others are more concerned." —*N. Y. Journal of Commerce*, March 13.

HOW NOT TO SOLICIT ACCOUNTS

ADVERTISING AGENT DESCRIBES ONE WAY THAT ACTS AS A BOOMERANG—THE STORY OF THE ADVERTISING MAHOMET WHO WENT TO THE MOUNTAIN AND THE MOUNTAIN FELL ON HIM

*By Stanley Clague,
Of the Clague Agency, Chicago.*

Many long-suffering advertisers will, after reading the following story, bear affirmative witness to the statement that if an agency has not a real reason for soliciting an account it is best not to make it at all.

Do not attach too much importance to the record of this solicitation.

It was the work of a young agency—the principal and the solicitor will know better as they grow older.

There are greater evils in advertising solicitation. The cut-throat cut-rate evil. The solicitation which promises editorial boosting if the account is secured—and the implied threat that the opposite will follow if the account is not secured. Then there is the menacing evil of an account carrying with it the employment of certain individuals.

But these are serious matters which will no doubt receive serious attention later.

Here is the story:

HE STARTS SOMETHING

The principals have never met—not even to this day. Correspondence only passed between them. The first letter came from the solicitor and was addressed to the president of the company whose account was the object of this solicitation. Here it is:

DEAR SIR:

We ask your consideration for the attached advertising copy.

Please do not think we are trying to impose upon you in submitting this unsolicited. The idea came to us. We think it something which you could use to advantage. Hence we are sending it to you.

We write copy for a good many advertisers. We hope some day to be allowed to show you what we can do.

In the meanwhile, what do you think of the idea in the copy attached?

THE ————— AGENCY.



The Hard-to-reach [Small Towns

along the North Atlantic seaboard and hinterland are worth cultivating. They make up in number what each lacks in population.

Most of them have ample and convenient transit facilities, and a prosperous population not much worried by the high-cost-of-living that is the bugaboo of the city masses.

This field is adequately and economically covered by the

SATURDAY GLOBE

Its circulation is divided into "watertight" compartments as follows:

New England	...20,016
New York State	.73,179
Adjacent territory	.29,357
<hr/>	

122,552

This is the largest weekly circulation in New York State, excepting only Buffalo and New York City.

Yet the SATURDAY GLOBE has no free circulation; no premium offers; no sensational circulation-at-any-price policy.

The readers of the SATURDAY GLOBE pay 5¢ a copy for it, 52 times a year.

The SATURDAY GLOBE has a Diploma from the A. A. A.

Here is a proven medium in a fertile territory that is a joy to the Sales Manager because it is easy, compact and economical to travel.

Inviting, eh? When may we call with further details?

THE SATURDAY GLOBE

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

At your service, any time, anywhere.

Piano Sales Manager Wanted

We want a live wire sales manager for the piano and player departments of our St. Louis store—a man who can sell high grade goods like the Steinway, K. & B., Behning and Starr Lines, a good closer and one who can manage salesmen.

Other executive qualifications not expected, but must possess ability and willingness to work in close harness with a live, aggressive organization that has a great past and greater future.

Clean, temperate men only need apply.

All applications held confidential.

Field-Lippman Piano Stores

(Jesse French Piano Co.)

1114 Olive Street

St. Louis Missouri

HE MUFFS IT

Enclosed with this letter came the copy suggestion in plain type-written form. Bear in mind that the company solicited was in the midst of the most successful advertising campaign it had ever conducted, a campaign that was original and strong from fundamentals to execution. The inference in the receipt of this copy suggestion was, of course, that it was an *improvement* on copy already prepared for this company by its own advertising agency. Now read the copy suggestion submitted:

COPY

Suggestion for an advertisement—respectfully submitted.

I am the accredited representative of a great institution.

I am instructed to be of every service to you.

I am authorized to stay as long as you want me.

Vast resources are at my command.

Many men obey my orders.

My accurate information, gathered from a thousand fields of human endeavor, is at your disposal.

You are to use it freely—to your best advantage.

Mine is a splendid mission.

I work unceasingly for better things.

For higher standards and for greater satisfaction.

Though dumb, I have the eloquence of truth and sincerity. I am the product of a hundred brains—the realization of a thousand dreams.

I am the _____ catalog.

Write for me to-day and I will come to you—Free—as fast as the fastest mail trains can carry me.

The president read the letter and the copy—then replied, saying he had turned it over to his advertising department for attention.

Ten days later along came this second letter from the solicitor for the “attention of” the advertising manager, mentioning his name. Fearing that the advertising manager might not realize what a gem he had cast aside ruthlessly into his files, this second letter went on to enumerate the remarkable features of the copy submitted. However, the solicitor lacked the necessary confidence—he wrote “we think.” Witness the attached copy of the second letter which was intended to make advertising history:

GENTLEMEN:

Attention of _____
A few days ago we sent a suggestion

Back Copies of Printers' Ink

are hard to secure.
Binders will help
keep your files perfect

65c each

Parcel Post Charges Paid

At cost to us of manu-
facturing and mailing.

Printers' Ink Pub. Co.

12 West 31st St., N. Y.

for an advertisement to the president of your company. Mr. _____ wrote us saying that he had turned it over to you.

We think the copy submitted is good copy for your general advertising, and the reasons we think so are these:

1. It is different from what you have been using. It is different from the other advertising in _____. It cannot help but attract the reader's attention.

2. It is institutional, emphasizing throughout the magnitude and dignity of _____. It is intended to (and I think it will) make the reader proud of the fact that he does business with a concern of such standing.

3. And yet, it is personal—intimate—full of friendliness and cordiality.

Will you not try it in one or two of the big _____ papers which you are using, and let the verdict thus rendered determine its value to you?

Yours very truly

HE GETS HIS

The advertising manager who read this letter has received many kinds of solicitation annually. He is trained to judge accurately from the solicitation what lies back of it. He is likewise courteous, patient, often makes allowances, and believes in crossing blade with blade in a fair and square manner. When he received the above letter from the agency solicitor, he had the original documents brought from the files, ran over them and dictated the following decisive letter. So decisive was it that it evoked no reply:

DEAR SIR:

As a rule a single individual piece of copy indicates little or nothing to me. In this particular instance the copy which you have submitted indicates a great deal.

It indicates, first of all, that your copy writer has at least cribbed an idea, and as is the invariable rule in such cases, the copy doesn't do credit to the original.

The National Cash Register advertisement was a masterpiece in every way. There wasn't a word in it that a person of average intelligence couldn't grasp and understand—there was a swing and a balance to each and every sentence.

A number of advertisers have taken up the idea from time to time, and I recall seeing one or two articles in various advertising magazines calling attention to these deadly parallels. I do not know whether you personally recall the advertisement I refer to, and for fear that you do not I am going to quote a little from it.

The advertisement was headed "Who I Am" and it read:

"I am born of Mother Earth—my heart is of steel—my eyes are of glass—my limbs are of iron—my fingers are of brass."

What Is A "Home" Newspaper?

The judgment of the people of any city should be the answer.

In Dayton and Springfield The News League papers are delivered to three-fourths of the homes on paid subscription.

Is the answer plain enough and strong enough?

The News League Papers alone will make your campaign profitable.

The News League of Ohio

Desk R Dayton, Ohio
N.Y.—LaCoste & Maxwell, Monolith Bldg.
Chicago—John Glass, Peoples Gas Bldg.

If You Lack Advertising Capital

I will conduct in exchange for a stock interest in your business a \$10,000 advertising campaign in 100 of the best newspapers in the live towns of the Middle West.

I will also prepare all the necessary plans for getting distribution as well as for the advertising campaign.

This is an opportunity for a young business that can be made to grow by advertising. "Ad-Plans," Box 61, PRINTERS' INK.

THE Lindenmeyer Lines include the host of papers worth while considering whether you are figuring on the ordinary Letterhead or Folder, requiring Bond or Cover Papers, or the more pretentious job of catalogues involving the use of fine cuts and the correspondingly finer grades of Book or Coated Papers.

We are the New York agents for the splendid line of S. D. Warren & Co.'s Book Papers, including the famous Cameo, Lustro and Cumberland Brands.

Make



the standards of your specifications.

**Henry Lindenmeyr
& Sons**

Paper Warehouses

32-34-36 Bleecker Street
20 Beekman Street

"I do brain work, but have no brain—I work fast, early and late and am too stupid to make a blunder. You find me in every country, my voice rings out around the world. I speak every language, tell the truth and nothing but the truth."

"When I speak millions listen: (1) The Caucasians, (2) the Mongolians, (3) the Ethiopians, (4) the Malayans, (5) the Indians."

If you care to see the entire advertisement I refer you to the issue of the *Saturday Evening Post* of January 6, 1912.

I am a stickler on some things and one of them is this thing of advertising originality. Where an idea is radical or has a marked individuality, I believe that it should remain the property of the man who originated it.

In any event, I do not believe that there is any honor in it for the man who copies the original in an inferior way.

Perhaps this is all a matter of no importance—perhaps these facts would not prejudice the average man, but they do prejudice me and make it absolutely impossible for me to even consider such a piece of copy.

And in closing I might add that we are right now in the midst of an advertising campaign that is absolutely different from anything ever attempted by a house such as ours—a campaign that depends not merely upon clever copy nor upon clever ideas for its success, but upon the big plan that lies back of it.

Furthermore, I might add that our agency connections are eminently satisfactory that we are securing service such as we have never secured before, and there is not the smallest reason in the world why we should consider making a change. I tell you this very frankly to save your time, which is very valuable to you. I am

Sincerely yours

On looking up the issue of the *Saturday Evening Post* referred to above, the writer found the original National Cash Register advertisement "Who I Am" in its entirety and appends it herewith as an interesting and convincing exhibit:

WHO I AM

1. I am born of Mother Earth—my heart is of steel—my eyes are of glass—my limbs are of iron—my fingers are of brass.

2. I do brain work, but have no brain—I work fast, early and late and am too stupid to make a blunder.

3. You find me in every country, my voice rings out around the world.

4. I speak every language, tell the truth, and nothing but the truth.

5. When I speak millions listen: (1) The Caucasians, (2) the Mongolians, (3) the Ethiopians, (4) the Malayans, (5) the Indians.

6. I need no food but live as long as metal endures.

7. I handle all kinds of money: (1) Gold, (2) Silver, (3) Nickel, (4) Copper, (5) Paper in all currencies.

8. I make unchangeable records of all I do.
9. I remove temptation, shorten the hours of labor and keep people correct.
10. I protect the weak and strengthen the strong.
11. I give hope to the weary and make the world better.
12. I give (1) Publicity, (2) Protection, (3) Prosperity, (4) Profits and (5) Peace of Mind.
13. I cost but little and do so much—I am the Cash Register.

The incident is closed. But it leads us to reflect that this kind of solicitation is hard to live down. Amateurishness can be forgiven and forgotten. But a combination of tactlessness and paraphrased copy is so offensive as to make impossible any further consideration of an agency guilty of such methods.

THE MISTAKES MADE

The solicitor made several mistakes:

1. Submitted copy which was cribbed from an advertisement prepared by another company.
2. Inferred that his copy was better than that being used successfully by the advertiser.
3. Handled by correspondence a matter that could be transacted more satisfactorily at a personal interview.
4. Tried to tell the advertising manager features of his copy which should have been self-evident without explanation had they been in existence.
5. Was endeavoring to take away from another advertising agency an account it was conducting with success and satisfaction to the client.

More and more we are coming to find out that certain ethics must be observed in competition between advertising agencies. An agency must respect another agency whose service is honest and efficient. Not because of any high sense of fairness. But simply as a matter of good business.

Let the agency solicitor find out that the other agency is not making good before he starts his canvass.

Such a policy followed among agency solicitors will mean among advertisers more respect for the general agency business.

"WHO?" IS A FAR GREATER QUESTION THAN

"HOW MANY?"

to the advertiser who is trying to get the correct circulation measurements of a technical publication.

Quantity is only one dimension and, while it is important, the really vital thing is the Quality—Who a paper's readers are, or what kind of men.

PRACTICAL ENGINEER

Semi-Monthly

is in the fortunate and somewhat unusual position of not having to dodge either of these questions. It has a sufficient Quantity (and more than sufficient) of the right Quality to make it always one of the most profitable mediums often by long odds the most profitable, in the Power Plant field.

Here's a bit of confirmation—the analysis of paid-in-advance subscriptions received in a recent week—not by any means a record week for Quantity, and only an average week as to Quality:

Chief Engineers.....	89
Assistant Engineers.....	36
Operating Engineers.....	1
Firemen	4
Owners	1
Pres. & Gen. Mgrs.....	4
Power Plant Mgrs.....	3
Superintendents	6
Foremen	2
Mechanical Engineers.....	5
Consulting Engineers.....	1
Chief Electricians.....	3
Unclassified	75
Total	230

We Prove Quality and Guarantee Quantity—22,000 per issue or a rebate. The only Power Plant Publication which makes such a guarantee a part of every advertising contract.

Write for Sample Copy, Rates and Map showing distribution of circulation. Present circulation, 23,000.

TECHNICAL PUBLISHING CO.
537 So. Dearborn Street Chicago, Ill.

One big advertiser can secure a splendid electric sign *Free of Cost* under my new plan.

The Most Successful Advertisement now appearing in New York City is the Corticelli Silk—New Home Sewing Machine electric sign at Broadway and 42nd Street, the busiest spot in the Metropolis.

The advertisers are so well pleased with this wonderfully profitable sign that they are preparing to blanket the country with millions of four-color reproductions of their combination ad.

The advertiser who erects on our south sign space (100x130) an equally good sign will have the largest, most effective and successful ad in the world.

Write or wire for particulars.

A. L. ANDREWS

1465 Broadway New York

I Want

to connect with a manufacturer or an advertising agency looking for a live man.

Seven years ago I started as office boy in the largest advertising agency in the country.

Recently I resigned my position with a fine New York agency, as an official and executive; my reasons were purely personal.

My experience has been broad and unusual for a man of my age.

If You Want

A man in your organization with 100% enthusiasm and energy, who will bring to bear on his work an interest in the upbuilding of the business as vital as your own, I'd appreciate a thirty minute interview. Address "P." Box 61, Printers' Ink.

"PRINTERS' INK" ARTICLES ON POLITICAL ADVERTISING

COOPER ADVERTISING CO.
SAN FRANCISCO, Feb. 24, 1913.

Editor of PRINTERS' INK:

Did PRINTERS' INK run any stories on the subject of political advertising of the National Political parties last fall?

Also, did PRINTERS' INK run any stories on the subject of political advertising in any previous year, dealing with national or local political advertising?

I would appreciate your attention to the above, for the reason that I have been requested to prepare a lecture on the subject of the Political Advertising for the Economic Department of the University of California, and as I am so far away from the center of activity, it is necessary, especially in this case, for me to get some help on the outside. You would therefore oblige me greatly by giving me whatever data is at your command in connection with my request, as herein given.

F. J. COOPER.

Numerous articles on the subject of political advertising have appeared in PRINTERS' INK from time to time. Following is a brief digest of those which have appeared within the last two years:

"Political Advertising Possibilities," Editorial, June 23, 1910, page 64. This is an account of the campaign in Washington by the San Francisco and the New Orleans delegates for the Panama Canal Exposition. This campaign demonstrated to the politicians the possibilities of advertising.

"The Growth of Paid Political Advertising," Editorial, September 1, 1910, page 74. "The Springfield Republican recently took occasion in an editorial to treat of the possibilities of display advertising in building up personal reputation (not necessarily political), comparing present with past methods." An excerpt of the editorial is given.

"Advertising the Modern Political Stump," by G. D. Crain, Jr., September 22, 1910, page 20. How it was recently done in the South. Full page used with fine effect. Opponent comes in too late to win. This is an account of a Southern congressman's campaign. It does not, however, give his name.

"Political Poster Advertising Growth," November 3, 1910, page 66. Changing of state capital through poster advertising. Oklahoma City won the fight over Guthrie in controversy for the state capital.

"Political Advertising in Recent Elections," by C. G. Milham, December 18, 1910, page 53. Henry George, Jr., elected to Congress from New York with the help of a clever series—A LaFollette man's full page in Wisconsin—Interesting California campaign.

"English Politics and the Use of Advertising," by Thomas Russell, December 29, 1910, page 78. British elections fought on both sides with professional advertising. New move that will have large consequences.

"Is Advertising a Disgrace?" Editorial, March 16, 1911, page 65. An account of how the Publishers' Committee raised funds and advertised their case to the public.

"A Hint for the Discouraged," Editorial November 30, 1911, page 91. Describes how the Socialist party is coming to the front because of its persistent advertising.

"Bull Moose Party as Advertisers," August 29, 1912, page 64. An account of what is planned for the fall elections.

"What the Three Parties Are Doing to Advertise," September 12, 1912, page 66. Thus far in the campaign the will is better than the deed—Managers feeling their way to a definite advertising policy—Tendency to employ "merchandising" methods.

"The Kind of Advertising That Would 'Sell' the Candidate," by Frank Finney, of Street & Finney, October 10, 1912, page 8. Bonfires and rallies must soon yield to truth and the fast-running political press. Political campaigning is only advertising campaigning and the same cold-bloodedness of calculation is needed—How and by whom the copy is written.

"A Sidelight on Political Advertising," Editorial, October 17, 1912, page 70.

CHICAGO EXECUTIVES HEAR ADVERTISING TALKS

The Chicago Executive club, an organization of business men, is taking up the subject of advertising at their weekly luncheon meetings during the month of March. On Friday, March 7, the ball was started rolling with a talk on "The Functions of an Advertising Agency," by H. G. McEndree, director of the copy department of the National Advertising Agency. The month's programme is in charge of A. N. Fox, advertising manager of the Benjamin Electric Company. Different angles of the advertising business will be discussed during the month.

RANDALL VICE-PRESIDENT OF H. K. McCANN CO.

At a meeting of the board of directors of the H. K. McCann Company, advertising agency, 11 Broadway, New York City, last week, Fred M. Randall, of Detroit, was elected a vice-president. Mr. Randall became connected with this agency on January 1, and since then has been associate manager of the Middle West organization with offices in the Boyer Building, Detroit. Mr. Randall will continue to make his headquarters in Detroit.

Harry S. Houpt has resigned as general sales manager of the automobile department of the American Locomotive Company.

Seattle Through The Times

Time and distance make it impossible for every advertiser to see Seattle and the Pacific Northwest as it needs to be seen to gain an adequate idea of the possibilities for business in that section. The best substitute is a careful study of the most prosperous and representative paper in that territory.

The Seattle Times

Through its high editorial standard it reflects the character of the people as well as the spirit of progressiveness which has made Seattle what it is today. It shows by its well filled advertising columns that both local and national advertisers get results, and largely because of its great superiority over its contemporaries in the field, in point of circulation.

By every test the Seattle Times is a first class newspaper in a first class market. Further information, rates, etc., to interested manufacturers.

Times Printing Co. Seattle, Washington

The S. C. BECKWITH SPECIAL AGENCY

sole foreign representatives

New York St. Louis Chicago

MAKING THE MOST OF A COMPACT TERRITORY

HOW SOME "SMALL" ADVERTISERS HAVE HELD THEIR BIG COMPETITORS AT BAY IN THEIR CHOSEN FIELD—WHAT HAS BEEN DONE IN THE HIGHLY POPULOUS NEW ENGLAND SECTION

By William E. Foster

Advertisers whose purses are not of the "national" size, or even of the near-national size, have found that they must proceed very circumspectly in their advertising and sales campaigns. They must direct their efforts where every unit of energy will bring back the greatest returns.

Perhaps one of the points most easy for an advertiser to overlook when he is enthusiastically led into an advertising campaign is the cost of traveling his sales force through the territory which his advertising covers. But, as many smaller manufacturers have discovered, this is a very vital point. The nature of the territory in which he has to first win his spurs as a general advertiser—though not as a national advertiser—is a consideration of primary importance.

I remember one manufacturer, making a drug store specialty, whose business had developed almost of itself, until he had a total of sales that was rather respectable, considering his resources. One of those alert sleuths of the advertising agencies smelled out this prospect and eventually got him fairly enthusiastic regarding an advertising project. He really decided to spend \$15,000 in the largest cities of four adjoining states. The copy pulled, too, but in taking care of the returns the advertiser soon found that while these four states were adjacent, it was not the natural territory in which to begin operations. The cost of follow-up and of traveling his men from city to city was much higher for like returns than the expenses had been when the demand was confined to a smaller area.

Rather late, but not too late, this manufacturer studied sales conditions. He caused to have tabulated analytical tables of states' populations, itemized by cities and counties. Out of this analysis the most economical territory for him to cover in his advertising stood out very conspicuously. The cities and the larger towns were close together and the cost of follow-up work and of traveling his salesmen was pretty nearly cut in half when the forces of publicity were made co-extensive with this territory.

I happen to know quite intimately several advertisers who are beginning, by carefully developing what might be called the smaller cities of a compact territory. Most of these advertisers, I know, are operating in New England, which is one of the ideal small-city territories of the country. Forty of its cities have populations of from six to one hundred and fifty thousand, which may be cultivated through the use of local daily newspapers. The best results in linking up dealer distribution with the advertising have come from the least expenditure in this territory of any that I know, although the same thing is doubtless true in other territories of similar nature.

The experiences of some of these advertisers who are developing growing businesses in this territory will be suggestive to small but ambitious advertisers generally.

One advertiser of this class sells principally through hardware dealers and general stores. He is fast broadening out and I predict will soon be covering not only the whole of New England, but the whole of the East. One of his competitors was doing some especially vigorous work along the lines of dealer cultivation, and the sales began to drop off rather alarmingly. The president of the concern was quick to notice the slump. He sent a reliable representative to see the dealers and explain his own campaign. This representative armed himself with some clever graphics and facts, showing how the competitor's

Financial Institutions

are familiar with the fact that the Boston News Bureau holds a unique position in financial journalism.

The Boston News Bureau maintains a news gathering organization covering two continents, and a statistical organization capable of correct and instant interpretation of any financial happening.

Its advertising columns are open only to high-class financial advertising.

The Advertising Agency Department

of the

BOSTON NEWS BUREAU

is backed by this organization and equipped with every requisite for the proper handling of advertising.

It offers to financial advertisers a service which no other organization attempts to equal.

The value of this service to financial advertisers is demonstrated by the fact that the Advertising Agency Department of the Boston News Bureau

Places More than 90% of the financial advertising in New England

30 Kilby Street

Boston, Mass.

New England Is the Choicest Field For Your Advertising

Here, in these six eastern states, are nearly 7,000,000 people; above the average in education; with the highest per capita of accumulated wealth.

These New Englanders are quick to respond to advertising, eager to purchase anything that will increase their health, pleasure, or comfort. It has become a habit with father and son, mother and daughter to read and heed advertising in local daily newspapers.

These cities may be easily and economically covered by your salesman as it is almost a constant chain of cities from the border line of Connecticut to Maine's Canadian boundary.

Each City in New England Has Live Retailers Quick to Push Advertised Goods

These retailers appreciate the great sales power of local daily newspapers. They know these daily papers sell the goods.

The Dry Goods man knows it is the local daily newspaper that sells the silks and laces, woolens and ginghams and other things dear to womankind.

The Clothing Man knows it is the local daily newspaper that sells the clothes, hats, shirts and hosiery that make man pleasing to himself and others.

The Grocer knows it is the local daily paper that sells the beef, vegetables, teas, coffees, soups and flours and other good things that it is well for man and woman to take within themselves.

The Butcher and Baker and all other local tradesmen know it is the local daily newspaper that sells their goods and they will greet your salesman with the glad hand when they are informed it is the local daily that will carry your message to the homes in their city.

Put your newspaper campaign in New England local dailies and you will be very well pleased with what follows.

Burlington, Vt., Free Press

New Haven Register

Waterbury, Ct., Republican

Worcester, Mass., Gazette

Springfield, Mass., Union

Salem, Mass., News

New Bedford Standard and Mercury

Lynn, Mass., Item

Portland, Me., Express

Meriden, Ct., Record

campaign really was made chiefly to impress the dealer, with little, if any, effect on the consumer. Then the representative explained his own plan. He proposed really to cover the possible buyers in the dealer's cash trading zone through the local daily paper and coached the dealer in how to link up his store with this campaign and get his full share of business.

JOBBER'S JUDGMENT MISLEADING

It must be confessed that the business had been conducted chiefly on the basis of the judgment of the jobber. The representative quickly discovered many weak points in the jobber's advice and set out to annex the dealers to his line. As the returns from the advertising which had been started began to come in, the agent hustled through the territory and coached the dealers how to make the most of the active and waking demand. The advertising appropriation was not very much, but it was enough first to stop the slump and then slowly to push up the total of sales.

This advertiser certainly would have been in a hard plight, considering his size, if his territory had not been fairly compact and yet made up of cities which offered a large potential consumption.

Another manufacturer is comfortably selling 90 per cent of his output in New England, with some business in New York and Pennsylvania. Because of the competition of one national advertiser, whose resources are very great, he finds it essential himself to travel extensively, keeping in touch with the larger buyers in the trade, and to have his men visit, as frequently as possible, the smaller dealers. It is remarkable how closely he can maintain his personal relations, and this is made possible only because the cities are close together and the advertising in the daily papers keeps the demand active constantly.

LOCALIZED COPY

This manufacturer secures

A Live New England Daily in
the Live New England Field

Worcester

Massachusetts

The Second big City in This State

A great manufacturing city, with diversified industries of high-grade employing skilled help that are drawing wages, enough to support their families in comfort and have enough left over to permit Worcester banks to carry a great savings bank deposit.

Manufactured Products

More than \$60,000,000 is the value of manufactured products yearly, and more than \$12,000,000 is paid yearly in wages. The

Evening Gazette

Average Circulation 1912

20,367

Present Circulation Larger — Growing Steadily

goes to nearly all the "worth while" homes in Worcester. Its circulation is concentrated in the trading zone of Worcester, a reason why the local merchants find it sells more goods than any other Worcester daily.

The Gazette justly leads all others in display advertising as it gives the greatest value to the local and foreign advertiser.

The Gazette is clean, aggressive, wholesome, a family paper that has a spine! It sees to it that the people of Worcester get what belongs to them so it is respected by all right-thinking men and women of the city—and there are a great many of them.

Put your advertisement in the Gazette and you will go right.

JULIUS MATHEWS, Representative.

How Are Your Sales in New Bedford, Mass.?

More important than the question of rates, circulation, population, buying power, etc., is the one cold fact — Are You Selling Goods Enough in New Bedford to show a Profit on your Advertising Expenditure?

If you keep records on New England as a unit and have no definite data about New Bedford, we can be of service to you. If your merchandise has not been introduced into New Bedford, we can furnish valuable trade information and be of assistance to your traveling salesmen.

Our co-operative merchandise and advertising service is offered to every general advertiser or advertising agent who is placing business in New England.

New Bedford is one of the 10 "Hundred Thousand" cities to be counted on in every New England campaign.

Write us for booklet headed "Facts About New Bedford and Its Newspapers." Address

Standard & Mercury

Co-operative Service Department, New Bedford, Mass.

much of his advertising data from the dealer and localizes the copy very carefully. Does the dealer advise him that his copy would appeal more forcefully to the residents of his community if it is made to appeal strongly to mill workers? Special copy is gotten out and rushed into the local paper, proofs being shown the dealer even before insertion. Thus the dealers are made to feel as if they are almost part owners of the line, and many of them go out of their way to push this brand.

Because of these intensive methods, the increase in this manufacturer's turnover in 1912 was a bit over \$100,000, and all of this was done without any increase in the number of salesmen.

I have referred to copy which was directed at certain classes in the community. I have in mind another manufacturer who puts out an article selling through department stores. He really has to meet a very strong competition from fifteen to twenty other brands. The article is priced to retail at the same price as the competitors', but costs the dealer a fraction more. It is a high-class article and the best dealers say that it is worth more to the consumer.

MAKING THE SAMPLING PAY

Sampling has proved at times an effective method of keeping competitors from making damaging inroads, but occasionally sampling becomes somewhat indiscriminate and thus wasteful. For a time the advertiser tried, through dealers, to distribute samples in response to advertising. The cost of inquiry was unreasonably high, and a way to create inquiries for samples through advertising at a smaller cost had to be found.

A study of the cities comprising that part of New England, which is shaded most heavily on the population maps, showed what may be called "dominant industries," ranging from one to a dozen in each town. When a town had perhaps half a dozen industries, copy was written to appeal

successively to these different industries—the slang and the special nomenclature of the workers of the industry were thrown into a series of imaginary conversation ads, and the series really caught on with a rush. Samples were scattered more thickly than they ever had been before, and at a cost which was remarkably low.

Thirty or forty dailies were used in an interesting way not long since. This man was making an article for general use in the household. When he began spreading out he believed he could sell it by mail or through dealers if he could get the opportunity to tell his story to prospects. But enough space to tell the story properly would cost too much money. So he dictated his whole advertising story and made it into a book and the book was advertised more as a treatise on the subject of such appliances than as an advertisement of this particular one. Small ads were run in the dailies. It cost about eight times the cost of the book to get requests for it, but the requests came from 95 per cent possible buyers and yielded up a big harvest of business. In this way a prosperous little business has been built up and this advertiser, who is beginning so ingeniously, will shortly, I predict, be grown big enough to use larger space.

There is one attractive feature for those advertisers who are using the daily papers of the small and compact New England territory. The circulation of each paper can be found out with an approach to accuracy, and the advertiser himself may, if he so desires, make investigating trips in order to add to his information about any single medium. In every community some one local paper usually has about 65 per cent or more of the local circulation, and with discrimination, a list of papers may be selected which will go further at less expense than would be the case if the cities were further apart.

From what I have seen, the small advertiser has no reason to feel that he has no chance with the "big" fellow. The very fact

A Live New England Daily in
the Live New England Field

The Great Paper in the field —the biggest city in Maine

Here is a local afternoon daily that gives advertisers the most complete distribution in its city that any one paper can give in any New England city.

Portland Maine Express

**Average Circu-
lation 1912 19,025 net**

[Returns, Overs and Spoils Deducted]

Portland is the largest city in the state of Maine and its great jobbing center. It is a rich city in per capita wealth, and its manufacturing industries are diversified and of high grade; its skilled labor commands very good wages.

The Evening Express sells at two cents, and has a gross circulation of more than 20,000, by far the largest circulation of any Maine daily, and greater than any other two-cent daily paper in Maine, New Hampshire and Vermont.

Portland merchants, like all who are doing a thriving business, are live ones ready to take hold of a good proposition backed by advertising in the Express, whose power to move goods they know from years of experience.

The Express alone covers the Portland field so thoroughly that an advertiser may feel by using it alone he is getting all of the cream and fully ninety per cent of the milk!

The SUNDAY TELEGRAM is the "big fellow" of Maine's Sunday newspapers and has individuality; stands on its own feet, and makes money for the advertiser as well as for itself.

JULIUS MATHEWS, Representative.

A Live New England Daily in the Live New England Field

The best daily in Connecticut's best city

New Haven (Conn.)

Register

A Two-Cent Evening Newspaper

Largest

and

Best

Circulation

of any

New Haven Paper

The Register Leads:
In circulation.
In volume of advertising, display and classified.

In news, local, foreign and departmental.

In equipment, having greater capacity for setting matters, and for producing more pages and papers in a given time.

In staff, having a greater number of editors, reporters and writers.

In public confidence—both readers and advertisers believe in the Register.

New Haven .

The greatest city in Connecticut. More than 130,000 population. Seat of Yale College, a fine industrial city, good business city and a mighty good place to sell your goods.

Insist on the Register being on your list!

JULIUS MATHEWS, Representative.

that he is small necessarily makes him intensify his efforts to a higher degree. He can study sales conditions in a restricted territory more carefully than he could in one five or twenty times as large. He can make his copy more effective by directing it more specifically to local sentiment.

New England is not the only part of the country which has rich possibilities in small areas. The same opportunities are available to advertisers in other states. What has been done by advertisers who I know have worked successfully in New England may well be done by advertisers of comparatively small resources elsewhere. While doubtless it is the ambition of most manufacturers to join the circle of national advertisers and achieve national fame, this cannot be done in a week. The territory of the kind I have described is an excellent training ground for a larger campaign later. The sales field is thoroughly under your survey, and weaknesses can be bolstered up over night.

CAPPER ON HONEST ADVERTISING

Arthur Capper, publisher of several farm journals at Topeka, Kan., has been appointed chairman of the department of agricultural publications at the annual meeting of the Association of Advertising Clubs of America to be held at Baltimore, June 10. "The demand for a higher standard of advertising," said Mr. Capper at a recent meeting of the Topeka Advertising Club, "is neither visionary nor merely sentimental. All considerations of ethics aside, it springs from sound business sense, because in this practical age when the test of efficiency is relentlessly applied to everything that touches the human life, advertising must stand or fall by the measure of real service it renders the business world. To reach its highest degree of efficiency, advertising must inspire universal confidence, and, of course, this is impossible unless that confidence is deserved. Honesty and decency in advertising is not a question of policy—it is a matter of self-preservation."

WINGATE WITH BOSTON "POST"

Charles E. L. Wingate, general manager of the Boston *Journal* under the recent Munsey ownership, has become connected with the Boston *Post* in a new executive position.

HARRY FORD ON WHAT ADVERTISING NEEDS

We often hear discussions on what advertising needs most. My own impression about what advertising needs most is more thinking—not necessarily more thoughts either—but more thinking. Too many thoughts and not enough thinking have damaged many an advertising campaign that started out with promise. A lot of advertising men I know have so many thoughts and so little sense about using them that they never get anywhere. Blessed is that advertising man who knows a good idea when he finds it and then is lazy enough to stick to it for a long time. Good ideas are efficient. They represent the shortest distances between the manufacturer and the consumer. They take the place of great sums of money in some advertising campaigns. It is a great thing to be an advertising man and spend three or four or five hundred thousand dollars a year. But it is a still greater thing in my opinion to be an advertising man accomplishing a similar total result for a hundred or two hundred thousand dollars a year. What the business world is looking for is an advertising man who can make one page do what many of us seem to be able to do only in double spreads at the present time. Some day perhaps there will be a William Shakespeare of the advertising business come along and put so many selling ideas into a quarter page that even the at present despised small copy may become popular.

—Harry Ford before Detroit Adcraft Club.

DIRECTORY PLANS DISCUSSED AT DINNER

A luncheon was held at the Aldine Club on Thursday, March 13, to discuss a new plan of the American Telephone & Telegraph Company to incorporate in their directories an index listing the stores where nationally advertised goods may be obtained locally.

Those present were Messrs. J. C. Bull, of *Scribner's Magazine*; W. C. McMillan, of Butterick Company; F. H. Ralston, of Butterick Company; Robt. Frothingham, of *Everybody's Magazine*; S. H. Green, of the American Telephone & Telegraph Company; R. H. Donnelley, of the American Telephone & Telegraph Company; D. M. Carney, of *Collier's Weekly*; H. P. Wood, of R. H. Donnelley & Sons; J. A. Ford, of Crowell Publishing Company; D. Evans, of Curtis Publishing Company; Wm. H. Neal, of Doubleday, Page & Co.; R. C. Cholomey-Jones, of *Review of Reviews*; D. L. Hedges, of *Good Housekeeping Magazine*; C. Roy Dickinson, of *Cosopolitan Magazine*; Guy F. Minnick, of *McClure's Magazine*, and L. A. Gillette, of PRINTERS' INK.

HUTCHINSON LEAVES OLDS

Oliver C. Hutchinson has retired from the general management of the Olds Motor Works, Lansing, Mich. His resignation is effective April 1.

A Live New England Daily in the Live New England Field

A great local daily that is head and shoulders above any other daily in its field. The

Lynn (Mass.) Item

Average Circulation 1912

18,338 gross

The Item is a high-grade two-cent evening newspaper with a circulation equivalent to one copy for each family in Lynn.

In volume of display and classified carried the Item leads them all! It is the first choice and quite often the only choice of the Lynn merchants who have found the Item sells the goods.

Lynn The Great Shoe City

This city is rich and prosperous owing to the great number of shoes manufactured, employing many thousands of skilled employees at high wages. In Lynn is the plant of the General Electric with its 10,000 high-class and well-paid mechanics.

Lynn has a well-filled purse—it buys what is good, and the Item is its great home newspaper.

JULIUS MATHEWS, Representative.

Waterbury, Conn. Population, 75,000

One of the Fastest Growing Cities of New England.

(See U. S. Census)

Almost the Highest in Average Wage in New England.

(See U. S. Manufactures Statistics)

Principal Industries—Brass, Copper, Machinery, Clocks, Pins, Dollar Watches.

(Calling for Very Intelligent Workmen)

The Waterbury Republican Daily, 8,300 Sunday, 8,000

The Fastest Growing Newspaper in Connecticut.

(See Newspaper Directories)

Tells All About Itself.

(Ask the A. A. A.)

Largest Circulation in Its Territory.
(The Publisher Can Prove It)

Want Ad. Patronage Exceeds Competitors Combined.

(Look at the Classified Page)

Good Result Bringer

(Ask the Advertisers)

Distinctly A Fine Paper in a Fine City.
Foreign Representative

Julius Mathews Special Agency

1 Madison Avenue, 2 Beacon Street,
New York. Boston.
715 Hartford Building,
Chicago.

A Live New England Daily in the Live New England Field

Bridgeport, Conn. Telegram

Here is a great manufacturing city of 100,000 population. \$50,000,000 is invested in manufacturing and the annual payroll is \$11,000,000. Its industries are of a class that employ skilled workers at good wages. Labor disturbances are as rare as earthquakes! You can hear the hum of industry the year around.

And yet more manufacturers are casting their lot with us. The Whiting Silver Co. has just broken ground for a new half million dollar plant that will blossom with fat wages for many trained hands. It seems to be decided that the Remington Arms Co. will move a plant from Ilion, N. Y., and join our "big guns" of industry! Even the phlegmatic German of noted business acumen picks this city to locate a new lace factory with 500 well paid operatives.

As to the newspaper situation in the words of the great Riker, "You are SAFE" when you buy the

Telegram for Bridgeport!

JULIUS MATHEWS, Representative.

CENTERING ON THE "TOP LINE" TO KEEP ALL BRANDS MOVING

PRELIMINARY WORK IN SELLING "NOBILITY" CHOCOLATES — HOW THE CONSUMER IS MADE TO HELP GET DISTRIBUTION—SAMPLING DIRECT AND THROUGH DEALER

By Paul T. Cherington

There is candy and candy. We all know that. We learned about "penny goods" about the time we were able to get to the corner clutching riches as we ran. Carameles, "chicken bones," and mints we learned about a little later. And then as high-school lovers, wearing red neckties, we learned how "tight" a thing it was to carry to her 60-cent chocolates when there were perfectly good 80- or 85- or 90-cent ones easily accessible.

When we heard about the dollar ones—you remember how we groaned? And you remember, too, how she made us feel that she knew the difference when we brought her some. And you remember how insignificant that final 20 cents became, when we found it could make her eyes twinkle. That was when we "grew up" in our candy taste.

Now the candy business, or, to be more dignified, the confectionery manufacturing industry, is divided into grades to correspond with the candy ages of man. And it is declared, by those who know, that competition in some of these strata is getting to be uncommonly keen. This is said to be the reason why concerns which make candy are one by one cutting down the number of their lines and concentrating their main efforts on those lines which they are fitted to make best—which usually means most profitably.

Thus we find the Loose-Wiles Company (not the Loose-Wiles Biscuit Company) which has been doing a big business for years in various grades of candy, planning a daring advertising and selling campaign to put the accent on a line which they feel themselves able to produce well and profit-

ably—"Nobility" Chocolates at a dollar a pound. This does not mean that the less noble grades are to be closed out entirely. Some of the "penny goods" lines are to be dropped, it is true, and so are some of the others where competition has pared the profit margins down to invisibility. But the "Oxford" lines, retailing at 60 cents and at 80 cents, are to be preserved. And thus, if the plans work out, the company will take its place among the high-grade confectionery makers for which Boston is already widely known. And this is being done by placing the accent on the top-grade goods.

"Nobility" Chocolates and their selling plans are built from the ground up.

First of all there is the candy itself. The coating is just like the other really perfect chocolate coatings. There is no secret about that part of a chocolate. It is only a question of getting real chocolate—and paying for it, for



SAMPLING OFFER FEATURED IN MAGAZINE
COPY

it cannot be had at the price of cocoa shells. Then there is the dipping. It isn't every dipper who can pull one, two or three fingers away from a hot, wet chocolate-cream in such a way as to leave the proper number of points and tails, rightly disposed. Such dippers can be had—at a price. But they can only be used profitably on high-grade goods. And then there are the centers. Here there is some large chance for secrecy and skill and other costly factors. For to design and make forty-four different kinds of center, each one a separate epicurean

In Meriden, Connecticut

— The —
Morning Record

Leads in Everything:

Circulation with- in the City of Meriden and in the homes of the city

News - Quality

Influence, Volume
of Local, Foreign,
and Want Adver-
tising carried, and in

Results for Advertisers

Closest Investigation Invited

No matter about disputed question "morning or evening," in Meriden the Morning Record is **The Best Paper**; Meriden's only two-cent newspaper.

**A Live New England Daily in
the Live New England Field**

Meriden (Conn.) Journal

Whenever you buy an exquisite piece of silverware it's ten to one it came from here and will serve to remind you that

Meriden has the highest wage scale in America!

That's a big hint to a wise advertiser! Here's another: This is a city of early risers and hard workers—no cat-naps here—the "works" are going full blast at 7 a.m. (How does that sound to New York and Chicago?)

People do their reading in the evening here! The Journal has the evening field all to itself and it does a good job.

It enables advertisers to cover the whole field satisfactorily at a low price.

JULIUS MATHEWS, Representative.

**A Live New England Daily in
the Live New England Field**

Fitchburg (Mass.) Sentinel

Arms and cycle works, one of the largest saw manufacturers, foundries, machine shops, etc., put many many millions of money into circulation here.

Your advertising in the Fitchburg *Sentinel* will enable you to connect with your share of this money.

Let us quote the words of an expert in newspaper advertising values, "*The Sentinel* was established back in 1873, and on its board of owners and directors are men of mature years and ripe experience, and young fellows with ambition and progressive ideas, and this ideal combination is backed up by plenty of money."

JULIUS MATHEWS, Representative.

thrill-starter is a task beyond the candy maker of common breed. It takes a real Delmonico of the craft. And his skill, too, must be saved for goods whose price will repay. Now, those are the essentials of the dollar-chocolate business, and the makers of "Nobility" Chocolates got all of them into working order before they began to place the accent.

EMPHASIS ON THE PACKAGE

Next there was the package. And no dollar-a-pound chocolates came from the factory with more chaste, "dollar-a-pound" boxing and ribboning than these. Nor is the gold trade-mark printed on the cover less to be desired than a certain word on silver goods.

The trade-mark "Nobility" was chosen for its aristocratic connotation, and no opportunity is lost to make it carry the idea of superior quality, resulting from the care taken in producing the goods.

And so, with a top-grade product, an aristocratic package and a name to match, this candy company was ready to start out to annex its share of the dollar-a-pound candy market. Its two main tasks were: (1) To arouse the interest of the market, and (2) to get distribution.

The answer to the first, of course, is comparatively easy—quality advertising, quality circulation, quality appeal—everything quality. The second was not so easy. And the method chosen for answering it is the daring part of the campaign. In brief, the scheme is this:

"While you are impressing the quality idea on the consumer, make him help you get distribution."

That, in a nutshell, is the plan. The copy, for the more exclusive magazines, impresses the "Nobility" name and the "Nobility" idea. The price also appears, and then the advertisement offers the "Satisfaction Box" free. For ten cents to cover postage, a quarter-pound box of chocolates is offered to any person sending his name and address and the name of his dealer.

That is the entering wedge. A

complete system of follow-up automatically assembles the names of recipients of the "Satisfaction Boxes" who have given the name of one dealer. And that dealer is made to hear forthwith just which of his customers have an interest in "Nobility" chocolates. The dealer, when he begins to show interest, is asked to send in a list of customers to whom he would like to have sent a "Taste Box"—a small box of samples. Letters are sent to these customers and the "Taste Boxes" addressed to them are left for them in the hands of the dealer. Thus the dealer gets his full share of the effect of the sampling, and the first step is taken in making that dealer a part of the company's distribution system.

Meanwhile the sales force of the Loose-Wiles Company is being educated to handle the new line. A short time ago an instruction meeting was held, and the salesmen of the 80-cent and the cheaper lines were educated in the "Nobility" dollar-a-pound idea. Among the ingenious quality-education methods was the introduction into the convention of a wheel tray on which were samples of every ingredient in a pound box of "Nobility" chocolates. Each salesman was made to taste each ingredient while he was instructed as to its quality and purity. And those salesmen came from the meeting convinced that "Nobility" chocolates are worth all they cost and that they are worth boosting.

Those are the essential features of the campaign. A new product is added to the company's output. The accent of the concern's reputation is put on a new grade of goods. A new market is annexed. The new customers help provide the distribution system. And the sales force is educated up to a new standard.

NEW FIRM EVERY FORTY-TWO MINUTES

Every forty-two minutes a new firm starts business in Chicago, according to figures announced at a recent dinner of the Association of Commerce. Every thirteen minutes a couple is married, making business for some of the firms.

A Live New England Daily in the Live New England Field

Fall River (Mass.) Herald

 Circulation examined by Association of American Advertisers Covering last six months of 1912.

One competitor whose competition is daily becoming less of a fact and more of a shadow, refused to permit its circulation to be examined!

The A. A. A. report indicates that The Evening Herald is conceded a substantial lead over its nearest competitor and that The Evening Herald is the fastest growing and most popular Fall River newspaper.

By examining history we find changes are constantly taking place. The Indians once camped in Fall River and "once upon a time" the situation was different. Nowadays its

"The Herald for Fall River."

JULIUS MATHEWS, Representative.

A Live New England Daily in the Live New England Field

Lawrence (Mass.) Telegram

Wage increases now in effect average from 5% to 21%. This puts hundreds of thousands more money into circulation in this city, yet this city has always had the highest average wage scale of any textile center.

This is a 100,000 population point and business is good.

The Telegram, a one-cent evening paper, is the big workman in this newspaper field.

It outweighs all others in point of service to the reader in its news department, and to the advertiser in point of circulation.

JULIUS MATHEWS, Representative.

**A Live New England Daily in
the Live New England Field**

Salem, Mass. News

There never were any witches in Salem—nor elsewhere. But hereabouts is and has been for some generations good business plus!

112,000 Population Point

Put Salem on your rates map and your advertising chart as one of New England's liveliest 100,000 population points.

This means Salem, Peabody, Beverly, Danvers, Marblehead and other small cities and towns. Manhattan and The Bronx are scarcely closer welded.

There are more different industrial plants here than could be detailed in many pages of Printers' Ink. Suffice it to say they keep the wage-earners and their families well supplied with the wherewithal.

Newspaper situation in detail:
"Salem News the Whole thing"
19,000 circulation.

JULIUS MATHEWS, Representative.

**A Live New England Daily in
the Live New England Field**

Northampton (Mass.) Gazette

Northampton and Easthampton with 26,000 population are lined and dotted with manufacturing industries. Silk mills keep 500 to 600 hands busy. The Nonatuck Mills over 1,000. Tooth brush plants over 500. McCullom Silk Mills about 500 and several hundred others well paid in the making of baskets, furniture, suspenders, buttons, rubber goods and manufacturers of mercerized cotton goods.

The Northampton Gazette gives an 85% entrance into the worth while homes of this territory. Outside papers barely scratch the surface. A house to house canvass has proved that this is so.

JULIUS MATHEWS, Representative.

SOUTHWESTERN DIVISION MEETING AT ST. LOUIS

The fifth annual convention of the Southwestern Division A. A. C. of A., met at the Planters Hotel in St. Louis March 11 and 12. The members present represented clubs from eight states.

A novel banquet was tendered the visitors by the St. Louis ad men at the City Club on March 11. At each plate was an illustrated menu and a miniature edition of the St. Louis Post Dispatch. There was also a pile of "Made in St. Louis" articles at each plate.

Robert E. Lee, of the St. Louis Drygoodsman, was the toastmaster. The speakers were J. H. Gundlach, president of the City Council; Alfred I. Hart, of Baltimore; C. C. Rosewater, of the Omaha Bee; W. D. Simonds, advertising manager of the National Oats Company, St. Louis; Flint Garrison, editor of the St. Louis Drygoodsman; G. Prather Knapp, advertising manager of the Mississippi Valley Trust Company, St. Louis, and Colin N. Selp, of St. Louis.

President J. W. Booth, of the St. Louis Ad Men's League, in his address of welcome, described the advertising campaign which St. Louis shortly would carry on. Alfred I. Hart described the careful preparations which Baltimore is making for the annual convention of the A. A. C. of A., and he urged that every delegate at St. Louis attend and bring at least one other ad man along.

James W. Woodley, general manager of the General Roofing Company, East St. Louis, chairman of the East St. Louis Vigilance Committee, explained what is being done to secure needed legislation for barring fraudulent advertising.

A report from the Vigilance Committee of Dallas, Texas, was read. The report set forth that a tailor advertised \$50 suits for \$18 and took a certain payment down, with a weekly payment thereafter. The idea of the tailor, the report said, was to make certain collections and then take French leave. The Vigilance Committee investigated and the tailor left town rather than face exposure with the probable prison sentence that was almost sure to follow.

Others who spoke were George Geselschap, of the Curran Printing Company, St. Louis. He discussed this question: "Is the Success of the Catalogue House Due to the Inactivity of the Small Town Merchant?" He was inclined to answer the question in the affirmative. T. J. Adkins, postmaster of St. Louis, described the scope and the operations of the parcel post. Geo. H. Johns, of the St. Louis Post Dispatch, gave an address on municipal advertising.

H. S. Gardner, president of the Gardner Advertising Company, St. Louis, at the closing session, March 12, compared the effectiveness of advertising in the cities and in the small towns.

The question of whether the large territory comprising eight states now making up the Southwestern Division should be divided was referred to the national executive committee.

The following officers of the South-

western Division were re-elected: President, F. E. Johnston, Dallas, Tex.; first vice-president, W. H. Bowman, Leavenworth, Kan.; secretary, Edward R. Henry, Fort Worth, Tex.; treasurer, S. M. Goldberg, Kansas City, Mo.

WANTS NEWSPAPERS PRINTED
ON LINEN PAPER

Publishers of 240 newspapers in Pennsylvania have been asked by State Librarian Thomas Lynch Montgomery to furnish the copies of their issues which are sent to the library at Harrisburg, for preservation on linen paper, the reason being that such paper better stands the ravages of time than the wood pulp paper now generally used.

Mr. Montgomery based his request for such copies as the result of study of the manner in which files were bearing the passage of time. Some of the old-fashioned rag papers used one hundred years ago are declared to be almost as good as new, but the researches are said to have shown the paper commonly employed not to be as well adapted for preservation.

Some of the answers received from publishers have cheerfully agreed with the request of the librarian, and others say that they are engaged in a study of the subject on their own initiative. The chief objections are that the change of rolls would involve loss of time and also add to expense.

The librarian takes the ground that it is important to preserve the files of newspapers of to-day for the future, saying: "The present owes to the future a daily record of things as they now are."

MUNSEY STAFF GIVES DINNER
TO WM. T. DEWART

On the eve of his departure for the Pacific Coast for a month's trip, William T. Dewart, vice-president and general manager of the Frank A. Munsey Company, was tendered a dinner by the staff of the company last Thursday evening at the City Club, New York, where they were the guests of Foster Gilroy.

Those present were Erwin Wardman, Richard H. Titherington, C. H. Pope, Edward C. Conlin, Foster Gilroy, Robert H. Davis, H. W. King, Russell A. Lewis, Robert H. Mackay, William F. Smith, Frederick W. Small, Matthew White, Jr., H. H. Chandler, Jr., John Grant Dater, John D. Brophy, Robert C. Ferris, C. T. Dixon, Hugh Dewart, Gilbert T. Hodges, Ralph Danenhower and Isaac F. Marossan.

IN NEW YORK FOR "APPEAL TO
REASON"

S. M. Goldberg, for the past six years special advertising representative for *Appeal to Reason* and other publications in St. Louis and Kansas City territory, has been appointed manager of the New York office of E. C. Howe, advertising manager of the same publication. His appointment becomes effective May 1.

A Live New England Daily in
the Live New England Field

Newburyport

(Mass.)

News

Newburyport and Amesbury have a population of 25,000. The Evening News covers this and half a dozen neighboring towns.

Money is put into circulation steadily through large manufactures of silverware, shoes and some minor industries.

The Newburyport News comes nearer to delivering one hundred percent of the newspaper reading homes than most dailies in communities of this size.

Practically every home is reached through the columns of this paper.

This paper furnishes each month to its advertisers a circulation statement in detail sworn and with a bank guarantee of its accuracy, showing its distribution and the division of its distribution.

JULIUS MATHEWS, Representative.

A Live New England Daily in
the Live New England Field

Rutland, Vt.

News

Rutland, the marble city, with good wages and good business. Centre of a prosperous farming section. Many factories.

The Evening News—a member of the Associated Press—the *only evening paper* in the field.

Those who are doing the work of the world in these smaller cities don't need any "Big Ben" to hop them off the hay! Early to work is a habit. Evening is the time they feel like reading so that's the time we elect to go to them.

The people know that the News serves them—must serve them—and is a business institution, living through service—not the plaything of a man or a party.

JULIUS MATHEWS, Representative.

Barre Granite

Is the best all-round granite in the world. It has put Vermont at the head of all the states in the amount of granite produced. It is quarried and manufactured at

TO HAVE PART IN "ADVERTISING FOLLIES OF 1912"

Sixty-nine Western advertising men comprise the cast of "The Advertising Follies of 1912," to be presented as already announced by the Atlas Club, of Chicago, at its annual April frolic at the Congress Hotel on April 1.

The gridiron features of the show will predominate, and no quarter will be given the fads and fancies of the prominent in advertising circles.

The following comprise the cast of "The Follies":

Julian Armstrong, James Howard Kehler Company; Warren Agry, *People's Home Journal*; R. Anderson, *Good Housekeeping*; H. P. Bauer, *Cosmopolitan*; Frank Braucher, *Scribner's*; P. W. Buckley, *Leslie's Weekly*; R. B. Bowman, *Review of Reviews*; A. E. Chamberlain, O'Mara & Ormsbee; W. P. Cramer, *Everybody's Magazine*; Harold Cotter, Doubleday, Page & Co.; C. C. Bronson, *Leslie's Weekly*; Victor B. Bear, Paul Block, Inc.; H. P. Cohn, Lord & Thomas; H. Dumont, Pacific Coast Borax Company; J. A. Dickson, *Youth's Companion*; M. R. Ebersole, J. Walter Thompson Company; F. A. Farrar, Adams & Elting Company; Luther D. Fernald, *Collier's*; C. D. Freeman, *St. Nicholas*; Don Frothingham, *Everybody's*; C. S. Fredricks, *The Westerner*; A. M. Ferry, Lord & Thomas; H. B. Fairchild, *Munsey's*; G. H. Gannett, Doubleday, Page & Co.; J. L. Gartside, *Harper's*; Cope Harvey, *Chicago Journal*; E. L. Hazelton, *Outlook*; John D. Hansel, *American Boy*; D. W. Henderson, *Woman's Home Companion*; L. A. Hodges, *Munsey's*; Roger Hoyt, *Outlook*; William Hamilton, Jr., *The Housewife*; C. H. Hathaway, *Good Housekeeping*; Melville Hart, *Town & Country*; Malcolm Hart, *Collier's*; A. C. G. Hammesfahr, *Collier's*; H. L. Jones, Doubleday, Page & Co.; F. G. Maloney, *American Magazine*; L. R. Maxwell, *Associated Sunday Magazines*; J. B. Meigs, *Collier's*; F. J. Maxted, *Collier's*; T. H. Nixon, Walter C. Kimball, Inc.; J. H. Nebe, *Collier's*; Wallace Patterson, *Christian Herald*; Graham Patterson, *Sunset-Pacific Monthly*; E. P. Poyer, *McClure's*; Guy C. Pierce, *Associated Sunday Magazines*; F. W. Preston, *Good Housekeeping*; R. W. Richardson, *Munsey's Magazine*; H. B. Snyder, Chas. H. Fuller Company; Murray Springer, *Everybody's*; R. L. Southgate, Doubleday, Page & Co.; A. T. Sears, *Scientific American*; H. T. Sulcer, *Chicago Tribune*; H. H. Smith, *Collier's*; A. W. Sherer, *Associated Sunday Magazines*; M. B. Sands, Dunlap-Ward Advertising Company; F. W. Thurnau, Dunlap-Ward Advertising Company; A. D. Titsworth, *Collier's*; A. S. Thurnau, Paul Block, Inc.; A. D. Wheeler, Gates List Railroad Magazines; Frank Wentworth, Shirley Press; Harold Wheeler, *Ladies' World and Housekeeper*; J. S. Weston, *Collier's*; Harvey Edwards, W. H. Morse, W. J. Patterson.

Barre, Vermont

The most wide-awake city in the state. Barre has one and only one, paper. This paper has a daily circulation of over 6,000 copies and is the

Barre Daily Times

A Live New England Daily in the Live New England Field

St. Albans (Vermont) Messenger

St. Albans, Swanton and St. Albans Bay have very close to 12,000 population.

In addition the railroad makes a special rate once a week, from several surrounding towns, bringing the trading population that a St. Albans retailer can count on up to over 20,000 population.

The Messenger has full day service of Associated Press and local news reporters in all these towns in Northern Vermont to whose trade its local merchants cater.

Has a practically exclusive field in Northern Vermont. Circulation examined by Association of American Advertisers.

JULIUS MATHEWS, Representative.

"THEATRE NEEDS BETTER ADVERTISING"—
SAVAGE

WELL-KNOWN PRODUCER OF PLAYS SAYS THAT HE IS GOING TO SPEND MORE MONEY FOR NEWSPAPER SPACE—AGREES THAT BEST RESULTS WILL COME WHEN COPY ISN'T ADAPTED BY EDITORS BUT IS WRITTEN WITH FREE HAND

By James Wallen.

Henry W. Savage, the well-known theatrical manager, told me recently in an interview for PRINTERS' INK that he was going to spend much more money in buying advertising space than he has ever done before. In a word, he is convinced that the past methods of advertising, which have included a liberal proportion of press-agentry, have not brought the best results. Mr. Savage's remarks concerning his new policy are particularly significant, for, because of his repute as a producer of well-known and successful plays, his example is sure to be followed by rival managers.

I asked this question direct of Mr. Savage: "It seems to me that it would be much better for the promoters of theatrical publicity to buy space and fill it with the things they want the people to read, instead of spending time in securing free space to fill with matter which may be doctored to suit the ideas of editors. Would it cost much more to buy space and properly fill it than it does to peddle so-called complimentary matter?"

INTENDS TO BUY MORE SPACE

In response Mr. Savage said: "You are exactly right. I intend to buy more space in the future. There are interesting stories to be told in connection with good productions which can only be told by a man working with a free hand. I hope to show advertising men that I am in sympathy with them as to their idea of advertising ethics."

Mr. Savage agreed that there is no reason why theatrical con-

A Live New England Daily in the Live New England Field

Burlington (Vermont) Free Press

Burlington is Vermont's largest city and its principal wholesale distributing point.

The *Free Press* has the largest city circulation of any Burlington paper. Largest circulation of any Vermont daily. It covers the country districts on 100 Rural Free Delivery Routes.

The *Free Press* carries more local and general advertising and prints a greater amount of news matter than any other Burlington paper.

Circulation examined by the Association of American Advertisers.

JULIUS MATHEWS, Representative.

A Live New England Daily in the Live New England Field

Montpelier (Vt.) Argus

Besides several manufacturing industries and extensive granite quarrying, Montpelier is one of the trading centers of a fertile farming district.

The *Argus* is the recognized leading Montpelier daily.

It is the evening paper—the "home" paper—the paper that gives advertisers RESULTS.

Circulation examined by Association of American Advertisers.

JULIUS MATHEWS, Representative.

A Live New England Daily in
the Live New England Field

Dover, N. H. Democrat

The only place where a Democrat has ruled supreme for two generations (*Persiflage!*), a shopping and local wholesale distributing point of a community of

35,000 Population

Dover, Rochester, Somersworth and Salmon Falls are by trolley lines made as brothers and sisters dwelling in one house.

Statistics are dry—but stand anywhere in this part of the country and you will find factories in front of you, mills to the right of you, and makers of various kinds of merchandise to the left of you, volleying and thundering out millions of dollars worth of diversified manufactured products.

The circulation of well-earned money and the Dover Daily Democrat is thorough in this community!

JULIUS MATHEWS, Representative.

A Live New England Daily in
the Live New England Field

Bath Times (Me.)

Bath has been for more than a century famous for ship building and still considers her supremacy in that industry.

It is said that the inhabitants of Bath are in a larger proportion native Americans than those of any other city in New England.

Its mechanics receive good pay and are noted for their intelligence and thrift.

The Bath *Times* is the only daily in the county.

Bath is beautifully situated upon the Kennebec River, and is the center of a large summer vacationist business, which leaves large amounts of money in the tills of the people and merchandise in this section.

JULIUS MATHEWS, Representative.

cerns should not buy space just as manufacturing concerns do, and fill it with good, readable copy. There is a lure to theatrical offerings which people appreciate. Theatrical advertising managers have a decided advantage over the advertising managers of commercial houses. The people are half persuaded in favor of their offerings. A man would rather buy a theatre ticket than a pair of shoes, a safety razor, or most other necessities.

REFORMATION A DIFFICULT WORK

Randolph Hartley, who handles the publicity for Otis Skinner's production of "Kismet," says that there is much hard work ahead of the man who tries to revolutionize the methods now used by many theatrical managers. But he agrees with Mr. Savage that this change must come for the good of the business. Mr. Hartley asserts that if advertising agencies and publishers will steadily solicit every theatrical manager it will only be a short time when their arguments will get under the skins of these men.

It seems obvious, therefore, that for their own interests, publishers themselves, especially newspaper-makers, should discourage the realms of free publicity which they are asked to publish. Recently I noted in one portion of a Buffalo newspaper fulsome praise of a production and on another page of the same issue a drastic scoring of this same production by the newspaper's most judicial critic.

Theatrical managers are big advertisers and not charity patients. Any observer must conclude, with Mr. Hartley, that if the same arguments on the part of publishers and advertising agents which pour into the offices of business men were given in equal measure to theatrical managers it would result in their buying advertising service and space. Mr. Hartley says that he has never discovered a single workable proposition from an advertising agent in a theatrical manager's office. And Mr. Savage did not complain of too much solicitation.

**ADVERTISING FAILURES
THAT NEVER GAVE AD-
VERTISING A CHANCE**

(Continued from page 12)
tise if the campaign on this first
product proved successful.

There were two years of this sort of thing, and then, to the agent's surprise, the four men agreed, for the first time, of their own initiative—but it was to drop the advertising for the present. The advertising, they said, had proved disappointing; it had not done what they had expected of it.

The truth was, and the agent frankly told them so—it was the only satisfaction he got out of it—that too many cooks had spoiled the broth. The mistakes of one man could have been discovered and rectified, but with four joint authors there was no possibility of assessing the individual responsibility or making the individual assume it.

The account is not entirely dead. It may come to life again in the future. So it is not exactly a failure—certainly not an "advertising failure."

It was about five or six years ago that a group of business men in a town not far from Chicago decided to put some money behind a certain toilet preparation which had been invented by one of their townsmen and in which they had great confidence.

TOO BIG A PRICE FOR "SUCCESS"

Quite a distribution had been secured from the home town, and then one of their number was delegated to go to Chicago and open offices, engage a real live wire for general manager and arrange for an advertising campaign to follow. The sales which had been made indicated a great success. In fact, the agents had made a somewhat thorough investigation and the magazine men, who confirmed it at several points, agreed that the material was all there for a good-sized advertising melon.

The business man went to Chicago, made some casual inquiries

**A Live New England Daily in
the Live New England Field**

Lewiston

(Me.)

Sun

Lewiston and Auburn practically one city; second largest population center in Maine. Large manufacturing interests and a prosperous agricultural community surrounding it.

For general advertisers whose goods are sold in Lewiston and Auburn The Sun certainly offers a most valuable and attractive medium. It reaches not only the two cities but also the country of Androscoggin, Oxford and Franklin counties through the medium of the rural free delivery. The Sun is delivered in practically every rural free delivery mail route in these counties the day of publication and so has a most complete distribution among the people whose trading center is the twin cities, Lewiston and Auburn.

JULIUS MATHEWS, Representative.

**A Live New England Daily in
the Live New England Field**

Biddeford

(Maine)

Journal

Biddeford has a population of about 17,000 with extensive manufacturing industries, cotton, woolen, machine shops, etc.

The Journal is Biddeford's best paper and has been for many years. It has the largest circulation. A model local daily.

JULIUS MATHEWS, Representative.

**A Live New England Daily in
the Live New England Field**

Bangor (Maine) Commercial

The largest and best circulation of any Bangor daily. Three times the circulation of any other paper in Bangor's cash-trading zone.

The *Weekly Commercial* has over 25,000 circulation, 90 per cent. of which is in Eastern, Central and Northern Maine, which is a rich agricultural district with many manufacturing industries. Covers more than 200 Maine towns where no daily is published.

JULIUS MATHEWS, Representative.

**A Live New England Daily in
the Live New England Field**

Augusta (Maine) Journal

This paper is locally known as the Kennebec Journal. This is the name of the County in which Augusta, the city of publication, is situated and the name of the County is taken for the name of the paper because this paper covers this entire County. It has its own editors, local offices and local distribution in Waterville, Hallowell and Gardiner as well as in Augusta, and it covers all the country district tributary to these cities in trade, through 79 rural free delivery routes, and in all this territory the paper is delivered to its readers on the day of publication.

JULIUS MATHEWS, Representative.

and was put in touch with a man who was a live wire. When he returned home he had engaged a large suite of offices in a big office building, had put the live wire in charge as general manager and had given him *carte blanche* up to a certain high figure.

Results began to follow. The live wire was a great believer in publicity. He, himself, had been a salesman and a very good salesman at that. His knowledge of merchandising was impeccable, and he displayed so much acumen in dealing with the directors and in distributing the first appropriation that the directors rubbed their hands together over the prospect.

When the out-of-town man finally departed and left the manager in charge the latter proceeded to take things into his own hands and relieve the directors of any unnecessary bother with details. He began by taking large space in the national weeklies and then in the standard magazines; and he made contracts extending over a long period. There was no question in his mind that the product was certain of a large national sale, and he felt that it was merely losing time not to strike quickly and heavily at the psychological moment.

When the business men down the state learned what he was doing there were a good many moments of uneasiness, but the heavy advertising seemed to be justified almost at once by unusual results. Inquiries came in rapidly, dealers were put on, sales were stimulated, and the uneasiness of the backers was soon changed into admiration for the live wire; they exchanged congratulations among themselves on their good fortune in having linked him up with the proposition.

This appreciation put the manager even more on his mettle and before long the already large advertising expenditure had been doubled.

It was after this that things began to happen, things which stupefied the live wire and shocked the directors.

The first mediums selected by the manager had been the obvious ones; he could not make a mistake there, except in the matter of space, of which, indeed, he bought too much. But the new mediums which he put on were selected without any knowledge of their value. The wise solicitors had sized him up quickly as a typical good fellow, and some of them played upon his vanity and optimism, involving him in contracts which he should never have undertaken. This, however, did not come out at once. The advertising continued to pull, sales increased, and it was not until the balance-sheet had been cast up for the year that the directors realized that too big a price had been paid for the success.

There was still a good chance to overcome the handicap by reasonable appropriations and intelligent merchandising, and thus put the business on a sound basis. Up to this point the campaign could not be called a failure. A wide distribution had been secured; and a considerable popular demand for the article had been demonstrated. But now the business men chose to fall out among themselves as to the responsibility for the difficulty, and to make it impossible for anyone to become enthusiastic again over the article or raise fresh capital for it. It was quarreling and not the manager's bad judgment which really put the extinguisher on the campaign and the business.

VAN BEUREN-NEW YORK BILL POSTING MERGER

The A. Van Beuren Company and the New York Billposting Company have been merged and will be known as the Van Beuren & New York Billposting Company. Officers of the new company are: President, Barney Link; vice-president and general manager, K. H. Fulton; vice-president, A. J. Van Beuren; secretary, C. H. Taylor; treasurer, S. Pratt.

Edison P. Poyer, who has been connected with the Chicago office of the McClure Publications, will cover the New York State territory as a solicitor, beginning April 1.

**A Live New England Daily in
the Live New England Field**

Bennington (Vermont) Banner

Here are some of the things that we do in Bennington to make money—knit underwear (ten underwear mills in and near Bennington), machine shops, paper mills, woolen and cotton goods, shirts, collars, cuffs, and our city is a great lumber center.

The Banner is the only daily newspaper in the town and county and covers this local field thoroughly.

JULIUS MATHEWS, Representative.

**The people who read
PHYSICAL
CULTURE**

are not idle "leaf-turners." They don't search the magazine when it reaches them to find something of interest to read. They begin at the first page and read through to the last—and that takes in the advertising pages just as much as the editorial section. Furthermore they believe what they read there.

Our record on keyed advertising is the proof.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager
Chicago Office: People's Gas Building
W. J. Macdonald, Manager

**April, 1913, Gains 1,491
Lines Over Best Previous
April Number**

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.50. Further information on request.

JOHN IRVING ROMER, Editor.

New York, March 20, 1913

The PRINTERS' INK model statute signed by Governor Cox of Ohio, February 26, 1913.

The PRINTERS' INK model statute signed by Governor Eberhardt of Minnesota, March 11, 1913.

Killing Dishonest Advertising When PRINTERS' INK first announced the doctrine that "every time you kill a dishonest advertiser you create ten honest ones," most advertisers and publishers were able to see at once the truth of that statement. Consequently the efforts in various states to secure the passage of the PRINTERS' INK statute have been pretty uniformly supported.

But in some instances we are notified of opposition on the part of some individual legislator, who is described as "a newspaper publisher." We can see but one reason for such opposition, and that

is the fear that the law will hurt the newspaper's revenue by forcing out of its columns certain medical, or financial, or clairvoyant, or other questionable copy upon which the publisher depends for a share of his profits. He does not want to lose the income from certain classes of business; hence he opposes the law.

That his fear of a loss is unfounded, the figures given elsewhere in this issue of PRINTERS' INK for a certain prominent New York daily prove. That paper, following consistently the policy of rejecting any advertising which would come under the prohibition of the PRINTERS' INK statute, has seen its circulation increase more than 800 per cent in fourteen years. During the same period the volume of its advertising has increased almost 400 per cent. It has not only gotten along without a great deal of advertising which other papers feel obliged to accept payment for, but increased its volume of business fourfold.

Those publishers who are now trying to prevent the enactment of the PRINTERS' INK model statute, will eventually discover that this measure, instead of hurting their business, is bound to help it enormously. At present they have their eyes so firmly glued on the revenues derived from fake medical advertising that they fail to see how much greater is the volume of high-class advertising that stands ready to take its place. In proposing this law together with the vigilance committee movement, PRINTERS' INK has performed a valuable service not only to advertisers but to publishers as well. To raise advertising above all suspicion of charlatany, means, as we stated at

the beginning of the campaign: that more people will read and respond to advertising; that advertisers will get better results than they are now getting; that space in all advertising mediums will command—and will be worth—higher prices than at present; that many new advertisers will enter the lists; that old advertisers will increase their appropriations; that the rewards for the individual worker in the advertising field will be larger; that this is a matter in which we can all make common cause—advertisers, publishers and advertising men generally, if not for ethical and moral reasons, then at least from motives of self-interest.

"Advertising Failures" For several weeks past PRINTERS'

and Business Failures has been discussing in its pages the causes of the so-called "advertising failures" as revealed by data furnished by a number of advertising men. It has found that nearly all of the apparent causes are outside of advertising; that they are, for the most part, due to lapses of common sense. Even, for example, where insufficiency of capital is adduced as a leading cause, there is generally a more fundamental reason than this; the ignorance or foolhardiness of the manufacturer in launching the advertising campaign without providing plenty of funds. When he himself does not know or realize, it is up to the agent or publisher to realize for him.

Now comes *Bradstreet's*, insisting once again that the large majority of failures in business occur not because of controlling circumstances outside of the traders, but because of deficiencies in the men themselves, and *Bradstreet's*, with its arsenal of figures, has been enabled to make a much more formidable showing in respect to business conditions than it is possible for anyone to do

with the advertising data. It puts it in this striking way:

Nineteen hundred and twelve stands distinguished from some other years, in that the excess in failures over the other years is credited to the increased amount of harm wrought by incompetence and inexperience, two essentially personal faults.

For the first time since the records were compiled in the year 1890, the percentage ascribed to incompetence stands first in injuriousness with 30.2 per cent of all failures, as against 29.7 per cent attributed to lack of capital, hitherto the most hurtful source of trouble, but which fell from 31.4 in 1911 and 33.9 in 1910.

Incompetence, on the other hand, moved up from 27 per cent in 1911 and 26.6 per cent in 1910 to the figure of 30.2 given above. Inexperience (without other incompetence) rose to 4.6 per cent in 1912 from 4.1 per cent in 1911, and these two causes together accounted for the increased failures; while fraud, the third most important personal cause, fell to 10.3 per cent from 10.6 per cent in 1911.

The causes of failure as a whole are given in the following table, which is valuable enough in a suggestive way to reproduce:

CAUSES OF FAILURES IN 1911 AND 1912:

	Failures due to	1912	1911
Incompetence	4,176	3,419	
Inexperience	641	522	
Lack of capital....	4,110	3,970	
Unwise credits	281	252	
Extravagance	91	108	
Neglect	275	277	
Speculation	112	94	
Fraud	1,423	1,341	
Failures of others..	177	171	
Competition	264	360	
Specific conditions..	2,262	2,132	
Total	13,812	12,646	

It will be noted that only three categories are outside of personal or individual control, namely, specific conditions (disaster, etc.), failure of others (apparently solvent debtors), and competition. Our old friend, Competition, is shown up in its true light as very much of a bogie. All the real competition is in the trader's own mind.

No moral need be drawn for the readers of PRINTERS' INK.

The Oldfield Bill and Chain Stores The minority report on the Oldfield bill, signed by six members of the Committee on Patents of the House of Repre-

sentatives, contains some matter very deeply significant to the retailers who have lent their support to the measure in the belief that it was a vindication of their "right" to sell goods at whatever price they pleased. Curiously enough, the dealer who has boosted the bill because it was to free him from the "tyranny of the manufacturer," finds that its passage is likely to lead him directly face to face with a tyranny which he fears even more—the tyranny of the chain store.

Of course, those dealers who are contending for the right to cut prices on patented goods are not doing so because they prefer to make less profit, but because it will give them an apparent advantage over a competitor who cannot or will not meet the cut. Hitherto the patent law has stood in the way, and has placed the big department store and the small shopkeeper upon exactly the same footing as regards the price of patented goods to the consumer. The Oldfield bill would give the big store the right to cut prices—true—but the right would be of small benefit if the store could not get the goods at all.

The minority report quotes extensively from the testimony of Louis D. Brandeis, of Boston, who showed that the perfectly logical conclusion would be the establishment of retail outlets by combinations of manufacturers of non-competing lines, and the retention of title to the goods in the manufacturers' hands until their actual delivery to consumers. Mr. Brandeis said:

The anti-trust law would not be interfered with. If I effect a holding company under the law of New Jersey, and I buy the Gillette Safety Razor Company and the Victor Talking Machine Company and the Ingersoll Watch Company and the Mimeograph Company and the Waterman Pen Company, and each one of those companies is held by this capitalistic organization controlled in Wall Street, I should do nothing which would interfere with the anti-trust law, because I am not suppressing competition in any one of those articles. I am merely creating another huge aggregation, to which I am led by interference with a method of doing business which has been—when conducted consistently with competition—benignant and stimulating to industry and helpful to the community.

An aggregation like that mentioned by Mr. Brandeis could have an agent in every crossroads settlement in the country—an agent directly responsible only to the combination and the servant of it under the law. Combinations of the larger and stronger manufacturers after this manner would leave only the smaller and weaker to supply the "regular" retail trade.

Now, with the right, and the desire, and the incentive to cut prices on the part of the retailers, and the power of maintaining prices, coupled with vast resources and advertising ability, on the part of the combined manufacturers, it is not hard to see which group will make the most headway, or which will eventually survive. As a matter of fact, the retailers would be obliged to cut prices to the bone in order to compete at all, which would only hasten the inevitable.

The Oldfield bill was framed ostensibly in the interest of the consumer. It is hard to see how that individual would be any better (or eventually much worse) off than he is now, but the retailer would be apt to find the joy of cutting prices rather stale when forced upon him in constantly increasing doses.

ORGANIZING FOR THE MISSOURI CAMPAIGN

The executive committee of the Missouri Federation of Commercial Clubs met in St. Louis last week and got down to brass tacks in their campaign to advertise Missouri through magazines and newspapers, and also to organize a commercial club in every county.

Sidney J. Roy, of Hannibal, was elected state secretary to build up the general publicity and organization work. His is a salaried office. A. W. Douglas, chairman of the executive committee, presided; Sidney J. Roy was secretary.

DEATH OF E. S. WELLS

Ephraim S. Wells, manufacturer of Rough-on-Rats, died at his home in Glenmore, N. J., on March 9. He was 72 years old.

Mr. Wells conducted numerous advertising campaigns on behalf of his product. At times, it is said, his appropriation for advertising amounted to \$180,000.



Does Your Booklet Stop Him When He Reads His Mail?

Is it attractive enough,
after a hasty perusal,
to be laid aside for a more
careful reading?

Now-a-days a booklet must be attractive or it goes into the waste basket at once. But a man will not throw away unread a Booklet printed on

CAMEO PAPER

A Warren Standard

It is sure to get a second inspection. The soft, velvety surface of Cameo gives dignity, elegance and inviting legibility to type page and illustration. Half-tones have the richness and depth of photogravures. Cameo booklets always please.

Send for "The Paper Buyer's Guide"

and look at the section on Cameo. You will be convinced of the effectiveness which you can secure only with Cameo paper.

You will find this Guide of great assistance to you in the planning of color effects and typographical arrangement for your booklets. It includes the Warren Standards, papers which fill every need for high-grade booklet work. This Guide is sent free to those requesting it on their business letterhead.

We have something of interest to publishers and printers of fine books

S. D. WARREN & COMPANY, 163 Devonshire Street, Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated book papers

The Little Schoolmaster's Classroom

The Standard Sanitary Manufacturing Company, of Pittsburgh, devotes considerable space in a recent number of its excellent house magazine to deplored the stream of jokes poked at the plumber. It quotes extracts from school books, showing that even the children are being trained to think of the plumber as a time-killer and a most unbusinesslike man.

No doubt the modern plumbers are maligned somewhat. It is probably a case of the sons reaping the sins of the fathers, for the jokes could hardly have started without good foundation. There is hardly any accounting for the harm that jokes of this kind and of the kind cracked on the poor old Erie will do. Such instances should be a warning to other business men and concerns not to take a chance on getting a reputation that is a mark for the joker. The trouble is that so many public-service corporations and others let things drift along for years until reform is almost forced. Then some clever writer is hired to retire into the closet, go into a trance and dream a lot of pretty things about the policies of the now wise and repentant concern. But the public is a wise old bird, and smooth phrases that do not hitch up with the service that has been rendered and is being rendered are but as "sounding brass and a tinkling cymbal." "Be ye doers of the word," if you would have the public believe.

* * *

Ever read the advertisement telling how the farmer arises early in the morning, just as the sun is shooting the first red gleams over the dewy fields, and strolls around among the vines, picking only here and there the most perfect, luscious, smooth specimens for Mr. Advertiser's product, and then ask the average good housewife what she thinks of the goods—or ask some one who has ac-

tually seen how tomatoes and other such fruit are packed in most canning houses what he thinks of the claims? Maybe the public takes these pretty pictures at face value, but the recent experiences of advertisers who have indulged in exuberant language ought to be a warning to other advertisers not to paint pictures too far above the facts.

* * *

In general, it is good policy for the copy-writer to connect up with the things that people are thinking and talking about, when he can do so logically. But what do you think of the accompanying Wilson Whiskey ad? Is it in good

Long Live Wilson!

And so will you, if you drink

Wilson

from the wonderful

Bottle Which Won't Refill

The everlasting bottle guarantees the best whiskey ever tested. You'll find it used everywhere by people who know.

See Wilson Whiskey Case. (Case No. 1000.)



GROSSLY VIOLATES SENSE OF FITNESS OF THINGS

taste—that is, the advertisement—and will it make a favorable impression on those who drink, or might drink, whiskey? The Schoolmaster ventures the opinion that even a toper thinks that whiskey drinking does not induce long living and that the Wilson copy goes beyond the limit. Some such phrase as "It's all Wilson to-day—and every other day" would be put down as clever and would probably be good advertising. Another suggestion:

Says Mr. Wilson to Mr. Taft: "March fourth."

Says Mr. Taft to Mr. Wilson: "Wilson—That's all."

Even this seems like taking considerable liberty with the men and the occasion.

Every now and then someone announces an order from a magazine advertisement that appeared eight or ten years back. Returns from magazine advertisements four or five years old are common. The newspaper advertisement is supposed to have a much shorter life. But during the last week the Schoolmaster has seen an order for a book that came from a little classified advertisement inserted in the New York *Herald* three years ago. The clip-

ping came along with the order, yellow with age but still a puller.

* * *

"Part of your duties," said the advertising manager of a big New York department store to an applicant for a job, "will be that of critically studying merchandise that is made up in close imitation of higher priced goods. Here are two hats. One is an imported hat selling for a good price. The other is a popularly priced hat,

Lessen the Cost of Your Sales Department

By Creating the Demand for Your Goods Among the Ultimate Consumers



THE NIP-IT STRAWBERRY HULLER (Trademark Registered)

Stamped with your advertisement distributed to the consumer of your product will certainly create the demand. It is keenly appreciated by the housewife owing to its unique usefulness.

By its use one avoids stained fingers, seeds under finger-nails—it takes out soft spots and keeps berries whole for table use. It's easier, quicker and cleaner than the old way.

BETTER SEND FOR SAMPLE AND QUANTITY PRICES
Other Splendid Trade-Winners that Have Proven Successful

A. W. STEPHENS MFG. CO., WALTHAM, MASS. (The Watch City)

1847 ROGERS BROS.

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.

VINTAGE PATTERN

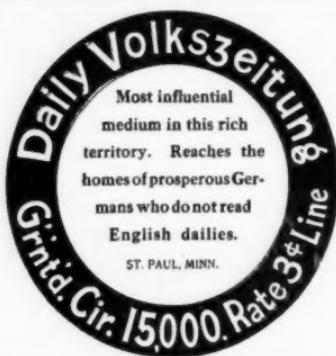
Guaranteed by the largest makers of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERIDEN, CONN.
Successor to Meriden Britannia Co.
NEW YORK CHICAGO SAN FRANCISCO

The Queen

made as much like the French creation as local talent can make it with more reasonably priced material. Tell me which is the



The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.
Circulation 125,667. Rate 35c.

Are Your Life Insurance

premiums too high? Before paying another premium on any policy of \$10,000 or more taken 1910, 1911 or 1912 consult me. No charge for information, which means a possible annual saving for you.

J. A. STEELE, 170 Broadway, NEW YORK

MY EXPERIENCE in advertising covers every branch about which an Advertising Manager, to be at his fullest efficiency, needs to know, and I would like to hear from a concern requiring such assistance. Am now located in the East, and a position in or near New York City, Philadelphia, or Baltimore, would be especially attractive. I will arrange for a personal interview if you will write. Address "B. W.", Box 60, care of Printers' Ink.

"FIRST HANDS" IN PREMIUMS!

All the sources of supply for quality merchandise used for premium purposes. Likewise advertising specialties and souvenirs. Free "Buyers' Information Service" to all subscribers. The Novelty News, 215 S. Market St., Chicago; 120 big pages; illustrated; \$2 year; 25¢ copy, mail or news-stands. No free copies.



French hat and show me the difference in quality."

The average man would have been stumped probably, but this applicant was of the other sex and had been deeply interested in the mysteries of hats from her doll days up, and she could give even the advertising manager pointers.

* * *

The Carter's Lead Company offers painters a good form of contract free of charge. Of course the specifications call for Carter's lead, but the plan ought to be a winner. The same concern offers painters a lantern slide for local picture houses. Such ideas as these insure a reading for the house-organ.

* * *

Once somebody hit on the really good idea that many sales letters were spoiled by there being too much of the "I" argument, particularly in the first two or three paragraphs: "I want to tell you," "I believe you will be interested," etc. This preacher of better letters argued that a change could be profitably made to the "You" style of address—the letter showing what was to the reader's interest rather than dealing with the point of view of the writer.

But some ride this hobby to death and conclude that no letter can be good that features the "perpendicular pronoun." Of course, the fact is that if a letter commands the favorable interest of the person to whom it is addressed and convinces him of what the writer of the letter wants to convince him, the letter is good no matter how it may begin or end. The records show that many successful letters have had the strong personal feature that in some other letters is objectionable and ineffective. All of which goes to prove that the only rule we can be invariably guided by is the rule of reason.

* * *

It has been said that clothes are hard to advertise because, after all, there is not a great deal of difference in men's clothing. An

acquaintance tells the Schoolmaster that he now has the job of advertising a line of men's clothing that has sixteen distinct selling points. The truth of the business is that every article worth selling has some distinctive features if you get into it thoroughly enough.

* * *

"Doesn't it make you sore," says the *Inland Printer*, "to work for weeks on an original Christmas idea to send out to your customers, and then find that your competitor has hit on the same idea?"

And doesn't it make you feel empty to work up a brilliant new selling scheme and then find that the grizzled old advertiser, or one of his competitors, tried the thing out thoroughly years ago and found it a frost?

* * *

Two housekeepers were talking. Said one: "I never care to buy from house-to-house canvassers. I hate to be bothered with them."

The stern member of the household could not help butting in. "How about that \$40 order for canned goods that you placed last fall with that clever woman?"

The housekeeper was somewhat embarrassed, but she acquiesced graciously: "I know I bought from her, but that was different. She really had a high-grade line of goods, and she demonstrated them so well." Which explained the matter very nicely. The saleswoman referred to was clever. She did not go around in the ordinary way, but had a stylish horse and carriage and drove up impressively. She had a neat demonstrating outfit and much of her selling was done by means of sampling. She did the thing in the right way and overcame the usual obstacles.

DE WEESE HOMeward BOUND

Truman A. De Weese, director of publicity for the Shredded Wheat Company, Niagara Falls, N. Y., who has been spending some time in Europe, sailed from Naples for New York on March 7 on the Berlin. Mr. De Weese during the winter has visited Paris, Munich, Rome, Naples and towns along the French and Italian Riviera.

Our forceful initiative—would you like to investigate that?

Tremendous, nation-wide impressions. Quick action without flash-in-the-pan reaction, large actions. Vigor with conservatism.

Does your Advertising Agent know your business?

THE BATES ADVERTISING CO.
5 Distinct Departments uniting on Sales
15 SPRUCE STREET, NEW YORK

Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

Classified Advertisements

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Manufacturers convinced they are missing many sales "possibilities", are invited to investigate our method of co-operation, in the planning, writing and placing of business. Write on letterhead, for Portfolio of Proofs.

HELLER-BARNHAM, Essex Bldg., Newark, N. J.



Classified Ads Placed

In all Newspapers and Magazines at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for proposition. Our magazine "Advantageous Advertising" free on request.

THE ARKENBERG-MACHEN CO.
233-5 Nasby Building Toledo, Ohio

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

FOR QUICK RESULTS USE the DENVER WEEKLY POST. Guaranteed paid circulation over 110,000, growing all the time, delivered by Uncle Sam—No street or newsstand sales. The largest circulation of any newspaper published between the Missouri River and the Pacific Coast. Classified ads 3c a word (black face caps count double). Display advertising rate 25c per line, \$3.50 per inch flat. Sample copy and circulation by states sent on request.

AD. WRITERS

Mechanical Subjects

WRITTEN and ILLUSTRATED by us to show big doses of R. B. and G. M. Ads., Folders, Letters, Booklets, House Organ Stories. ALFRED WONFER, 31 Clinton St., Newark, N. J.

New Angle Sales Literature

The efficient business head is usually too close to his product to present it from the buyer's perspective. For maximum results the "outside" point of view is essential. Outline your proposition for a new angle of approach and quotation on letters, folders, or copy. PUBLICITY, Box 761, care of Printers' Ink.

BUSINESS OPPORTUNITIES

An Opportunity for a Live Man

An established advertising agency is offered for sale in the fastest growing and most prosperous city in the South. Established on a high-grade, reputable basis; present contracts and list of clients insure a net revenue of not less than \$2,500.00 this year. Great opportunity for a hustler to double this. No competition. This is an honest, clean-cut proposition for the right man. Owner offered lucrative position in another line accounts for the offer to sell. Will make price right for quick cash sale. Details upon application. Triflers need not reply. Address "OPPORTUNITY," Box 762, care of Printers' Ink.

FOR SALE

FOR SALE—Bullock 8-page Cylinder press; complete with stereotyping outfit, engine, shafting, etc. Now running and in good condition. We are installing a new 28-page outfit. Bargain price and easy terms. DAILY ADVERTISER, Clinton, Iowa.

HELP WANTED

WANTED: Agents to sell our "SHOE CUT" and "COPY" SERVICE; a live wire proposition; straight commission basis; only experienced solicitors, with good references, need apply. Box 749, care of Printers' Ink.

House Organ with 5,000 subscribers needs advertising solicitor. Issued monthly by dealer in music rolls for player-pianos. Address Box 763, care of Printers' Ink.

ADVERTISING WRITER and promotion man to develop advertising agency in Canada, handling newspaper advertising, with special service for preparation of printed matter and sales letters. State experience and salary wanted. Box 765, care of Printers' Ink.

AWEEKLY trade paper, having an extensive circulation in the South and Southwest, desires to secure the services of an experienced advertising solicitor willing to travel. Expenses and minimum contingent fee guaranteed. Address, giving age and experience, Box 764, care of Printers' Ink.

Increase Your Export Trade

Advertising solicitors wanted in manufacturing cities, to solicit business for a monthly publication that reaches all the export interests of the United States, importers in foreign countries, American consuls throughout the world, etc. Liberal commission. EXPORTERS' REVIEW, 80 Broad St., N.Y. City.

WANTED: A thoroughly experienced subscription correspondent, one who has had experience on a trade paper preferred. Must have good habits, able to write convincing letters to secure subscriptions by mail. Give age, references, when and where employed past five years, salary wanted. Splendid opportunity for the right man on large trade paper. All correspondence confidential. Box 773, care of Printers' Ink.

COMPLETE EXPORT SHIPPING GUIDE

Agents wanted in manufacturing cities, to sell the only complete export shipping guide published in the United States. Answers every question that comes up in making an export shipment. Liberal commission. EXPORTERS' ENCYCLOPEDIA CO., 80 Broad St., N.Y.C.

POSITIONS WANTED

POSITION WANTED with Agency or large Manufacturer. 14 years in charge of space buying and other details connected therewith. Box 760, care Printers' Ink.

PLAN-MAKER AND COPYMAN. Sixteen years' active experience—now holds responsible position—seeks executive position with High Class Agency, publication or manufacturer. Address Box 747, Printers' Ink.

ADVERTISING MAN of wide general magazine experience as solicitor and manager; large favorable acquaintance over eastern territory, including New England, seeks engagement on well rated general or class publication; highest endorsements. Box 745, care Printers' Ink.

Not a Clock Watcher

Young man. Now printing salesman. Mechanical training. Wants place as adv. manager's assistant. Has practical knowledge of printing methods, especially costs. Is Page-Having student. Experienced in office management. Boston or vicinity. Address 770, care of Printers' Ink.

Young man with five years of sales and executive experience

wants new connection with going concern, in a soliciting capacity, with view to sales or specialty management. Future his whole idea—can make purely wage-connection any time. Will give satisfactory references. Available for interview at convenience of house interested. Box 760, care of Printers' Ink.

An aggressive, tactful, experienced advertising man desires to locate with publication, department store, or manufacturer. Trained under a successful advertising counselor. Special training and experience in art, types, lithography, and printing. Young, unmarried. Has no bad habits and the best of references. Moderate salary accepted. Box 769, care of Printers' Ink.

SIX years' experience advertising, selling and general office management. System training. Would make change if right opportunity offered. Middle West preferred but would go anywhere. Box 771, care of Printers' Ink.

Man of Ability

With ten years' sales and advertising experience, wants connection with advertising agency or in general sales or advertising department of live concern. He is a capable executive and has a comprehensive knowledge of modern office, sales and advertising systems and records. Was with a leading newspaper as solicitor, and has sold and installed foremost line of office systems. Now employed by Eastern agency. Address Box 772, care Printers' Ink.

Intensive Copy

I can write a 6-inch, single-column advertisement and make it a focal point of a newspaper page. On the same appropriation I can get greater returns than the average copy writer. I have a working knowledge of all phases of advertising. I desire a position with agency or large commercial house. Salary moderate. Age 31. Box 766, care of Printers' Ink.

Advertising Artist

who is art director and idea man for well known agency, wishes to change. His experience covers nine years with newspapers and agencies. He also has a close knowledge of printing and engraving in one or more colors. His ability to produce art work that has selling strength and his knowledge of advertising is shown in his work. He wants an opportunity to do bigger things—a position where a man of his caliber will mean much to an organization that works in a broad big manner. If you are interested in learning more of such a man, Address, Box 768, care of Printers' Ink.

PREMIUMS**Premium Dinner Sets Produce Positive Results**

We have hundreds of gratified customers. Write for plans, prices and illustrations.

H. R. WYLLIE CHINA COMPANY
Huntington, W. Va.

PUBLICATIONS WANTED**Do You Need Chicago Representative?**

I am the owner of a well known monthly trade paper located in Chicago. I am in a position to act as advertising or editorial representative for a high grade eastern publication. I can give as much as 34 of my time. I have a first class office, stenographers, telephone, etc. I have been "stung" so often by my out-of-town representatives that I think some good trade paper could afford to make it worth my while to give high grade service. Write me in confidence and I will tell you my plan. Address Box 767, care of Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

SEND for Harris-Dibble Bulletin of Business Opportunities. Just out. HARRIS-DIBBLE COMPANY, 71 West 23rd Street, New York.

MARYLAND

Baltimore, News, daily. News Publishing Company. Average 1912—Sunday, 56,394; daily, 30,048. For Feb., 1913, 77,749 dy.; 56,682 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**MASSACHUSETTS**

Boston, Globe. Average circulation.

Daily (2 cents a copy)

1912, 190,149—Dec. av., 182,159.

Sunday

1912, 322,918—Dec. av., 320,644.

Advertising Totals: 1912, 8,642,511 lines

Gain, 1911, 266,450 lines

1,724,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, Evening Transcript (O.O.). Boston's tea-table paper. Largest amount of week day ad.

Boston, Daily Post. February circulation averages of *The Boston Post*: *Daily Post*, 393,136; *Sunday Post*, 318,663.

Boston, Herald and Traveler-Herald, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, Telegram, evening, 1912, av. 8,986. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1910, 16,562; 1911, 16,987; 1912, 18,338. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1912, 19,198.

Worcester, Gazette, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Large st'ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Average circulation 1912, 83,463.

Jackson, Patriot. Aver. year, 1912, daily 10,475; Sunday, 11,464. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,357.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1912, 105,250.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Journal. Every evening and Sunday (O.O.). In 1912 average daily circulation, O O evening, 75,119. In 1911 average Sunday circulation, 82,205. Daily average circulation for Feb., 1913, evening only, 84,707. Average Sunday circulation for Feb., 1913, 87,995.

**CIRCULATION** **MINNEAPOLIS, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily

Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,556. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,315.



by Printers' Ink Publishing Company

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1912, 123,453.

NEW JERSEY

Camden, Daily Courier, covers Southern New Jersey. 10,567 daily average 1912.

Camden, Post-Telegram. 10,900 daily average 1912. Camden's oldest daily.

Trenton, Evening Times. '08, 21,326: 2c.—'09, 19,062; '10, 19,238; '11, 20,116; '12—31,989.

NEW YORK

Albany, Evening Journal. Daily average for 1912, 18,155. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,406.

Buffalo, Courier, morn. Ave., 1912, Sunday, 99,692; daily, 64,496; *Enquirer*, evening, 37,182.

Buffalo, Evening News. Daily average, 1912, 99,565.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1912, 6,739.

NEW YORK CITY

The Globe. Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, January 1st to December 31st, 1912, 129,427. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, Gazette, daily. A. N. Lietz. Actual Average for 1912, 22,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Schenectady, Union Star, 75% "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra.

Utica, National Electrical Contractor, mo. Average for 1912, 2,666.

NORTH CAROLINA

Charlotte, News, only Evening and Sunday paper in two Carolinas. The *News* leads.

Winston-Salem, Daily Sentinel (e.), av. Dec., '12, 4,146. **Semi-Weekly Sentinel**, av. Dec., '12, 6,321.

OHIO

Cleveland, Plain Dealer, Est. 1841. Actual average for 1912: Daily, 106,454; Sun., 134,355. For Jan., 1913, 102,463 daily; Sunday, 140,866.

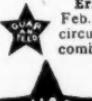
Youngstown, Vindicator. D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago

PENNSYLVANIA

Erie, Times, daily. 22,668 average, Feb., 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Philadelphia, The Press (O.O.) is Philadelphia's Great Home News-paper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Nov., 1912, 93,251; and the Sunday *Press*, 176,787.

Washington, Reflector and Observer, circulation average 1912, 18,060.





West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1912, **15,195**. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, eve., net, savorn, average 1912, **18,681**.

Williamsport. *Daily Sun and News*. Average for December, 1912, **17,026**.

York. *Dispatch and Daily*. Average for 1912, **18,688**. Covers its territory.

RHODE ISLAND

Newport. *Daily News*, (evening) 66th year. Covers field. Circulation for 1912, **4,406**.

Pawtucket Evening Times. Average circulation for 1912, **21,097**—sworn.

Providence. *Daily Journal*. Average for 1912, **24,463** (©©). Sunday, **34,777** (©©). *Evening Bulletin*, **52,947** average 1912.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, **5,449**.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1912, **8,099**.

Columbia. *State*. Actual average for twelve months ending June 30, 1912, daily **17,970**; Sunday, **18,626**. August, 1912, average, daily, **20,986**; Sunday, **20,956**.

VERMONT

Barre. *Times*, daily. Only paper in city. Av. 1912, **6,085**. Examined by A.A.A.

Burlington. *Free Press*. Examined by A.A.A. **9,418** net. Largest city and state.

Want-Ad Mediums

CONNECTICUT

MERIDEN. *Morning Record*. Unusually large lead in Want Ads, in exceptionally prominent field. Rate, cent a word; **5 cts.** for 7 times. **NEW HAVEN.** *Register*. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

“**N**EARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*,” says the *Post-office Review*, and that’s why *The Daily News* is Chicago’s “want ad” directory.

THE Chicago Examiner with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1912 printed a total of 496,600 paid want ads; a gain of 18,723 over 1910, and 340,566 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN **T**HE Minneapolis *Tribune* is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Feb., '13, amounted to 184,755 lines. The number of individual advertisements published was 26,196. Rates: 1 cent a word, cash with the order; or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by Printers'

Ink Pub. Co.

THE

paper

—Pr



THE Minneapolis Journal, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.

**NEW YORK**

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.



THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(○○) Gold Mark Papers (○○)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ○.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ALABAMA

The Mobile Register (○○). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. D.y. av. 1012, 63,304 (○○). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago (○○). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (○○). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woollen industries of America (○○).

Boston Evening Transcript (○○), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (○○). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (○○). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (○○) is THE advertising medium of Brooklyn.

Dry Goods Economist (○○), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (○○) established 1874. The leading electrical journal of the world. Average circulation over 20,000 weekly. McGRAW PUBLISHING CO.

Engineering Record (○○). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 19,500 and over weekly. McGRAW PUBLISHING CO.

Hardware Dealers' Magazine (○○). Specimen copy mailed on request. 235 Broadway, N.Y. **New York Herald** (○○). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (○○). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (○○) has the largest circulation of any technical paper in the world.

The New York Times (○○) has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers.

New York Tribune (○○), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Nov., 1912, sworn net average, Daily, 93,251; Sunday, 175,187.

THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (○○), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis Commercial-Appeal (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

The Milwaukee Evening Wisconsin (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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Assistant Advertising Manager Wanted

A Detroit manufacturer in the automobile industry needs an understudy to the advertising manager. A young man, say 25 to 35 years old, who has proved to himself that he can become a big man in advertising if given the chance. One who can crowd the present adv. mgr. out of his job into a better one.

Some qualifications are essential right from the start. They are:

- (1) Ability to write advertisements and articles in clear, simple, forceful English, with plenty of punch.
- (2) Technical education in mechanics or practical experience with machinery. Ability to grasp highly technical subjects and explain them clearly.
- (3) Ability to get selling value into copy. Actual experience on the road would count here.
- (4) Agreeable personality and ability to get along with anybody from the man in the shop to the G. M.

Salary will start at from \$1800 to \$2700, depending on the man. It will grow as fast and as large as the man can grow.

Don't waste your time or ours unless you have the qualifications for the start and the ambition and energy for rapid growth. Prove that you can write by selling me your services in your first letter. Address Adman, 97 W. Fort St., Detroit, Mich.

Advertising Manager of Detroit Concern



*Milestones
of Merchandising*

MAKING the "ad" itself is an Art.

But building up the campaign of which it is the outward sign is a Science—the Science of Business.

Business *methods* are the real test of advertising Service—methods of investigation—methods of planning—methods of cooperation—methods of saving as well as spending—methods of "saying it right, to the right people, at the right time."

FRANK SEAMAN INCORPORATED

Advertisers' Agents

116-120 WEST 32nd STREET, NEW YORK